

INNOVATION VENTURES

Providing expertise to Rutgers innovators

**START YOUR JOURNEY
WITH INNOVATION
VENTURES.**

Contact Us Today

innovate@research.rutgers.edu

INNOVATE.RUTGERS.EDU



OUR MISSION

Our mission at [Innovation Ventures](#) is to partner with the Rutgers community to **encourage** deliberate innovation, **protect and leverage** Rutgers intellectual property, **foster** collaboration with industry, and **enable** entrepreneurship.

OUR SERVICES

As your partner, our [team](#) will guide you from proof-of-concept through IP protection – including patents, copyrights, and trademarks, licensing, and commercialization – to transform innovations into products, services, and partnerships with lasting impact for the public good.

We can help you:

- *Protect your invention*
- *License and commercialize*
- *Secure commercialization funding*
- *Launch a startup*

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PROTECT YOUR INNOVATION



If you have discovered something unique with possible commercial value, you can disclose the innovation to our office through the [Innovator Portal](#). A Licensing Manager will analyze the patentability and market potential of your innovation and prepare a technology assessment report including whether to file a patent for your invention.

LICENSE AND COMMERCIALIZE



Once a patent application is filed, your Licensing Manager prepares a non-confidential summary of the invention and begins marketing the technology to potential licensees using sources and strategies to identify potential licensees and market inventions. If a match is found and a company is interested in your innovation, a licensing agreement and/or research collaboration can be made.

SECURE COMMERCIALIZATION FUNDING



Innovative, early-stage research often requires financial and business development support to advance towards commercialization. Rutgers [TechAdvance®](#), Rutgers [HealthAdvance Fund®](#), and [external commercialization funding](#) can add value to your invention and increase the probability of obtaining commercialization funding from industry and private investors.

LAUNCH A STARTUP



The [New Ventures](#) team works with Rutgers innovators to evaluate the potential for a startup as a vehicle to bring innovations to the market. If a startup option is selected, we provide:

- Mentoring
- Early-stage seed funding
- Support in obtaining dilutive/non-dilutive funding;
- Assistance with product and business development; and
- Connection to industry.