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.