A SPIN-OFF COMMERCIALIZATION SUCCESS; EXPORT V•A•P

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LOCATION: KAYSERI
ERCIYES TTO SERVICES

IP Consulting
Patentability and Trademark search services
IP Management
Technology evaluation
Technology Transfer Services
Agreement Support services
IP Training
Licensing and Assignment services

DOGATECH TEAM
TECHNICAL PROBLEM

- Size of the imported nitrification fertilizer market (99%),
- Low efficiency at irrigated farming areas,
- Replacing the imported fertilizer with a strong product.

INVENTION

Doğatech

3,5 Dimethyl Pyrazolium Gliseroborat

DMPB

%100 national inhibited fertilizer
NITRIFICATION EFFECT

STRENGTHS

Successful Product
CHALLENGES & SOLUTIONS

*Occupied Market
*Global Competition
*Giant Companies

*Inland Product
*Academic Background
*Strong IP

TRL-3
• First Contact with TTO. The researchers were working on the fertilizer but it was not proved yet. There was no IP awareness at this stage.

TRL-5
• Applied for National and Local funds with TTO consultation and getting fund approximately 100,000$. This amount was the first step to improve TRL and TTO started to search for IP protection.

TRL-5
• After a 12 months study with funds, finally the Product reached TRL-5, the concept was proved and we filed the first national patent. (December 2014)

TRL-8
• The Product was ready but there was missing points at commercial structure. The spin-off established but no commercial experience. Experienced investor & seed fund for the last development.

TRL-8
• Experienced businessman & qualified team & TTO Support Product on November 2015.
MARKET STRATEGY

- Use IP Protection
- Underline the 1st national Product
- Contact with distributors
- Attend to the fairs
- Make free demo applications

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Ljubljana - 03/05/2018

PATENT STRATEGY

Turkish Patent Filing (December 2014)

PCT Application (December 2015)

National Phase (June 2017)

European Patent

Egypt Patent Office

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IP PROTECTED COUNTRIES

EXISTING SITUATION

Sales (Turkish Lira)

- 2016: 2350000
- 2017: 4270000
- 2018 (3 months): 2900000
RESULTS

LESSONS LEARNED

6 IP has a key role for entering a market
6 After a while, if you can have enough market share IP loses its critical importance
6 IP can be the only key for foreigner markets
6 Academic staff can manage a business with a right team and consultation

QUESTIONS

Discover the potential