



Opportunity Title:

General description of your opportunity:

In a NON-Confidential and general way, share what your solution does and how it works:

Value to Wearer/Patient/Buyer:

Describe the most important value as perceived by the wearer:

How is this done today?

What is the current competitive landscape?

Value to Proposed Sponsors:

What implications will this have for sponsors?

What type of collaboration is sought?

What types of collaboration are you interested in pursuing?

- Monetary investment
- Marketing collaboration
- R&D collaboration
- Patent licensing
-

Current State of Development:

What is your best approximation of your concept's Technology Readiness Level? Have prototypes been made, has testing been conducted, have units been sold, are there forecasts for future sales volumes?

Risks & Unknowns:

Share non-confidential thoughts on top risks for your project:

- 1
- 2
- 3

Opportunity Title:

Image – Overall Solution Concept:

Rough non-confidential sketch of where our solution fits in the overall market/environment:

Image – Key Features

Rough Non-Confidential sketch of how our product is different from current approaches:

Submitter Information:

Contact Name:

E-mail:

Phone:

Will you attend WearRACon 2017? Yes / No

Organization Name:

Mailing address:

Website:

Help us get a basic understanding what your organization does in a brief summary sentence:

Help us get a basic understanding of your organization's size, business structure and history:

Are there any other materials, websites or video links you would like to share that might help introduce you, your opportunity or your organization?

Any target Companies / Organizations - for which you are seeking introductions?

-
-
-

Companies to Avoid Sending To

(Though WearRA cannot guarantee how 3rd parties protect information sent to them)

-
-

WearRA – Open Innovation Code of Conduct *DRAFT ONLY*

Introduction:

The purpose of this document is to set expectations for small organization to establish connection with larger businesses and provide a set of processes that will protect the interests of all parties, while providing a transparent and legally appropriate environment under which to initiate communication and evaluate future collaboration.

WearRA role:

WearRA and its members will maintain themselves at arm's length from any transaction. The role of WearRA and its members is to provide an initial opportunity for small businesses to have access to larger companies, facilitate initial communication and dialogue between parties, provide a transparent process which both parties can choose to engage in (or not to engage in) to make interactions predictable, and to encourage innovation that benefits the industry. WearRA keeps track of these introductions as a way to demonstrate its value to the industry.

Limits of WearRA's role:

WearRA and its members do not provide legal counsel, do not guarantee that either party will abide by the recommended roles, or make any promises that any transactions will be fair. It does not represent that it is in control of any party's actions and cannot guarantee behavior of any party. It is not a sales agent, a broker, nor does it offer or promote any technology, company or security for sale. All of these services are done without charge to any party.

Expectations of Large Companies:

Large Companies are expected to establish and maintain minimum levels of Open Innovation conduct and treat Small Organizations with full respect and legally responsible transparency.

Process Timeliness: Large Companies are expected to have review processes that enable initial screening of concepts and a decision on whether to continue to move further or to reject the current iteration within 12 weeks. This implies that an Open Innovation Technology Review Board is already in place, has a process for communicating the inflow of new ideas, has a voting process, and a means for making decisions, and will communicate clearly with Small Company if delays are anticipated.

Point of Contact: Large Companies are expected to have a key point of contact to work with Small Companies that will maintain ownership of the relationship until it is terminated or leads toward a next step of in-depth collaboration.

Mutual NDA's: Large Companies are expected to be willing to enter into Mutual NDA's that provide mutual levels of professional and legal respect and protection, not favoring either side, or hiding legal terminology that may undermine future protection of either party.

Due Diligence: Large Companies are expected to be willing to engage multiple employees that have sufficient industry, technical and market knowledge to offer the Small Company's concept a fair review. That it is not acceptable for a single reviewer to dismiss professionally prepared and viable concepts without making an honest attempt to understand their merits and relevance.

Published Process: Large Companies are expected to share their Open Innovation review process, including:

- Typical time-lines for initial concept review, signing of confidentiality agreements, etc
- Initial vetting process
- NDA engagement process
- Deeper technical / market / manufacturing review process
- Collaboration process towards establishing license / sale / consulting deal
- Track record of Open Innovation deals in the past 3 years – or other means of showing preferred areas of business and the desired means by which deals have been successfully completed

WearRA – Open Innovation Code of Conduct **DRAFT ONLY**

Expectations of Small Organizations:

Small Organizations are expected to prepare themselves and their intellectual property in a way that protects their rights and their IP. They are expected to maintain all communications in a NON-Confidential manner - and to educate themselves about this risk.

Prior Protection of IP: WearRA expects that there is sufficient free educational resources available from the USPTO and numerous websites and state agencies, that Small Organizations will have conducted proper due diligence prior to beginning any Open Innovation process. WearRA is not responsible for educating Small Organizations on IP.

Ability to Share Non-Confidential Information while Providing Overview while protecting important IP: Small Company is expected to be able to clarify the nature of their solutions (benefits, black-box functional description, relative price points, target customers, how it distinguishes its benefits compared to existing offerings) without disclosing their IP (those aspects of how a solution is enabled which are not yet public and not yet protected by patent/TM/©).

Ability to Clearly Characterize Offering: WearRA expects that Small Organization will be able to distinguish the nature of their offering(s) in a non-confidential way so that reviewers know what they are looking at:

IP - Patents: Sale (assignment) or licensing (exclusive or non-exclusive) of patents as limited by their claims.

IP – Trade Secret / Process Know-How: Sale of trade secrets or know-how expertise, typically negotiated as a one-time payment.

Knowhow / Professional Services: Sale of professional services, expertise and advisory services. These are typically based upon time and materials contracts at a given hourly rate. These are contracted under a Statement of Work (SOW).

Goodwill, reputation, brands and other Intangibles: Sale or licensing of Intangible assets.

Customer base, inventory, assets, equipment, machinery: Sale of tangible assets.

Company stock, securities, ownership, investment rights: Sale of corporate ownership and assets.

Understanding of Limits of IP: WearRA expects that Small Organizations appreciate that there are many companies actively developing wearable robotic technologies and enablers; and that any potential Large Company will likely have active programs in development that may be identical, similar or adjacent to the proposed IP. That any potential collaboration will be limited to the specific areas of practice in which the Small Organization has distinguished itself from the existing and prior art.

Understanding of Large Company’s Product Development Process: WearRA expects that Small Organizations are aware that Large Companies are slow to make decisions, that their decision-making meetings may only occur a few times a year, and that R&D budgets are often already dedicated to current-day projects. This makes investments in novel technologies slow to evaluate and low in likelihood of acceptance.

Professional Open Innovation Conduct: WearRA expects that Small Organizations fully understand the limits of the Open Innovation process – and that the likelihood of eventual licensing is low, and that they are not seeking to file frivolous law-suits, and they will be responsive to inquiries and questions from Large Companies.