



Maestría en Gestión e Innovación Tecnológica

Title

**Management strategy for creating an inoculant
production company type university spin-off**

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Management strategy for Creating an inoculant production company type university *spin-Off*

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1. Introduction

Universities and Public Research Centers have taken the enterprise to create their own technologic base companies. That emerged like *spin-off*. These companies are fundamentally generated by graduate students and/or university professors, researchers, research group members or by the university itself. The functionality of these companies is based on knowledge, technology and innovation generated by scientific and technological research activities, the aim is to economically exploit new products and services. In Mexico, there are no guides to create university *spin off* companies in create university *spin-off* companies, specifically related with biotechnology. This pretends to be an alternative to solve this problem.

2. Objectives

2.1. General objective

• Propose a strategy for creating an inoculant production company as a university *spin off* through the integration of administrative, institutional and legal requirements at the BUAP.

2.2 Specific objectives

- Establish legal and marketing requirements for creating a culture inoculants company type *spin-off* and, the formalities to manage the inoculant marketing.
- Propose a technology transfer contract template, based on the training manual of the World Intellectual Property Organization (WIPO).

3. Methodology

- Analyze the Ley de ciencia y tecnología and Ley federal de responsabilidades administrativas de los servidores públicos;
- Determine the important requirements, according to the LCyT and FRASP, which should contain the institutional guidelines to boost the *spin-off*;
- Evaluate the legal figures accepted by CONACyT for economic supports;
- Find out which agencies give economic support to technological developments for technology-based companies;
- Investigate procedures that are necessary to manage to commercialize an inoculant;
- Propose a management strategy for Creating an inoculant production company type university *spin-Off*.

4. Normative frame. Legal Institutional guidelines

(According to the "LCyT" and "LFRASP" all the higher education institutions (IES) and research centers (CI) considered the following legal requirements Legislatives Reforms 2015

- Created a new legal entity;
- Participate with a IES/CI contribution no greater than 49% the global capital;
- Receive benefits generated by property intellectual (P. I) that will not cause conflict of interest;
- Considered that royalty payment will not be a regular allowance for public servants;
- Allow that staff can develop technology business incubation;
- Verify that each IES/CI in able to check or propose general criteria to avoid any conflict of interest;
- Determine the rights, regards and benefits of P. I.

SPIN-OFF



Figure 1. Legal status for companies accepted by CONACyT to access funds and economic supports [1]

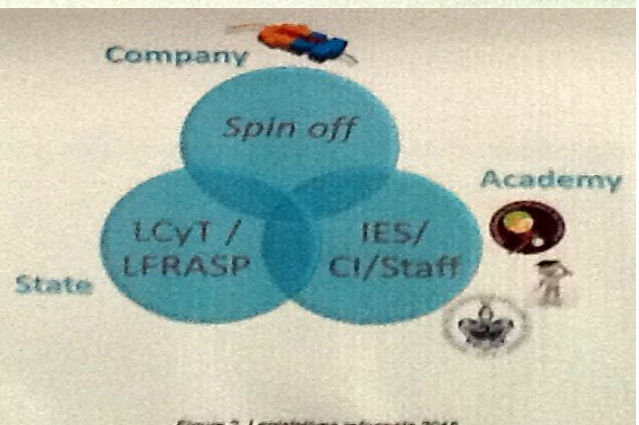


Figure 2. Legislatives reforms 2015

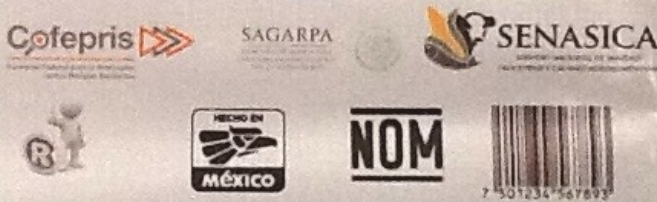
- Approve guidelines that allow the researchers, academics and specialized staff, which generated the technology, up to 70% of royalties generated, to promote the marketing of intellectual property rights.

5. Economics supports



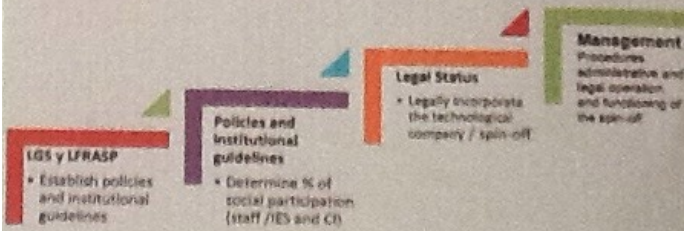
Figure 3. Institutions that provide financial support for technological development to technology-based companies

6. Administrative and management framework for inoculants



7. Management strategy

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Conclusion

The proposed strategy will contribute both IES and CI, as researchers, academics and specialized staff, in this case the BUAP, to undertake the creation of a culture inoculants spin-off for optimizing and expediting the commercialization of the product. A review of current policies and guidelines of the BUAP is proposed to implement the recent legislative reforms.

References

- Chronos, 2009. Manual de apoyo a la creación de Spin-offs.
- Ley de ciencia y tecnología, Diario Oficial de la Federación, 18 December 2015.
- Ley federal de responsabilidades administrativas de los servidores públicos, Diario Oficial de la Federación, 18 December 2015.
- [1] <http://www.conacyt.mx/>



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