

# Proprius 21 Plus

A University-Industry Collaboration Approach to Problem Solving that Matches the Needs of Corporations with Suitable University-Based Research “Seeds”

Facilitating the matching of promising university research seeds throughout all phases of an industry’s business plan, from new technology development to practical development and commercialization.

Assistance in Pairing the Technological Challenges Faced by Businesses with the University of Tokyo (UTokyo) Research Seeds

Please feel free to contact us with any questions: Division of University Corporate Relations (DUCR) <http://www.ducr.u-tokyo.ac.jp/>

One of DUCR’s key missions is to contribute to society by facilitating the real-world implementation of new and advanced technologies and technological services through university-industry collaboration. UTokyo has a staff of 6,600 academics and researchers, engages in approximately 1,700 university-industry research and development projects annually, produces roughly 600 new inventions a year, and delivers research results and outputs that are acclaimed worldwide. DUCR provides a variety of partnership coordination services for both businesses and researchers, specially customized for each participant in order to ensure the best possible match of researchers with businesses’ needs.

- 1) Support in searching for and partnering with university research seeds to ensure the best collaborators for your business needs
- 2) Facilitating the search for relevant research in new technologies across all research laboratories in the university’s departments and graduate schools, suggesting promising university research seeds suitable for each individual phase of your business plan
- 3) Detailed evaluation of potential collaborative tasks based on your company’s business plan, collection and analysis of relevant information in order to clarify these tasks

## Coordination strategies specially customized for each business

DUCR has Program Officers responsible for each specialized field of research, thus ensuring the best possible match between business requirements and UTokyo research seeds. If a business has not been able to fully clarify the details and needs of their university-industry partnership, we can offer support in this task based on the businesses’ particular needs. Our services include the collection and analysis of relevant information, organization of workshops to clarify research themes and future commercialization strategies, networking opportunities, comprehensive advice from specialist researchers in each field, and more.

- Assisting in developing collaborative research plans
- Assisting with the signing of collaborative research agreements
- Detailed examination of potential collaborative tasks, information gathering and analysis
- Assisting in searching for university research seeds, strengthening collaboration between businesses and The University of Tokyo Technology Licencing Organization (TODAI TLO)
- Organization of debriefing meetings
- Assisting in developing plans for future commercialization
- Establishing a scholarship system to foster young researchers, facilitating internship placements and other similar projects
- Specially customized programs that meet the specific needs of each individual organization

## Proprius 21 Plus Track Record (past twelve months)

Companies wishing to avail of the ‘Proprius 21 Plus’ program enter into a contract with DUCR, and are charged a fee based on the coordination services provided. We make every effort to formulate customized, mutually-agreeable research plans which meet the needs of all organizations involved. For foreign-affiliated companies, we mediate consultation regarding provisions on intellectual property and export control compliance between your business and our university researchers. Our coordination services are available in English and Chinese.

### Examples of services we can provide for:

- **Large telecommunications companies**  
Organizing and implementing workshops to plan future commercialization strategies  
Support in finding opportunities for the co-creation of value between the business and university researchers
- **Health supplement and cosmetic ODMs**  
Regular assistance in enhancing the search for university research seeds  
Organization of experiential learning based internships  
Support in the signing of contracts for university-industry research collaboration projects
- **Large-scale electronics manufacturers**  
An improved research seed search approach based on the company’s business strategy
- **Foreign-affiliated telecommunications equipment manufacturers**  
An improved research seed search approach based on the company’s business strategy,  
Creation of large disaggregated projects  
Implementation of partnerships