Walchand Technology Commercialisation Program

Bridging the Gap Between Innovation and Economic Reality

1. PROGRAM OVERVIEW

A significant percentage of academic research remains confined to laboratories and research centres, resulting in stranded intellectual property (IP) and a profound loss of economic capacity. To explore the economic opportunities locked up in such IP, Walchand Engineering and Innovation Council (WEIC), presents the Walchand Technology Commercialisation Program (Walchand TCP). This initiative is a vital vehicle for change, designed to transform high-potential campus inventions into scalable, market-ready enterprises.

2. THE STRATEGIC IMPERATIVE: WHY COMMERCIALISE TECHNOLOGY?

The true essence of academic research is realized not merely through publications and patents, but through its application in solving real-world challenges. When innovative technologies are successfully commercialised, they create a ripple effect across the local and national ecosystem, including:

- **Unlocking Economic Capacity:** Stranded IP yields zero market value. Commercialisation translates theoretical throughput into tangible economic assets, generating new enterprises, high-value employment, and local wealth creation.
- **Driving Nation-Building:** To address the risks of import reliance, we must cultivate indigenous technological sovereignty. Commercialising home-grown innovations reduces our dependence on foreign technology and strengthens our national industrial base.
- **Creating Societal Impact:** Technologies engineered on campus often possess the power to elevate the quality of life. By integrating these solutions into established industry value chains, we ensure that innovations reach the populations that need them most.
- **Institutional Progress:** Successful commercialisation creates a feedback loop of resources and industry data, enriching the academic ecosystem and funding future research initiatives.

Indeed, the transition from laboratory prototype to commercial deployment is essential for converting academic brilliance into a powerful economic reality.

3. THE WEIC ECOSYSTEM AND COLLABORATIVE FRAMEWORK

The transition from an academic setting to a commercial market is fraught with bottlenecks. Therefore, WEIC provides a structured, collaborative pathway to bridge this gap.

Our Role as a Strategic Facilitator

It is important to note that WEIC does not act as a screening committee or an evaluator of your technology. Instead, we serve as your direct commercial conduit to the industry. Our framework is simple and transparent:

1. **Protection First:** We immediately enter into a Non-Circumvention Non-Disclosure Agreement (NC-NDA) with the applicant and other stakeholders to ensure the core principles and proprietary aspects of the technology are entirely protected.
2. **Direct Market Showcase:** Upon executing the NC-NDA, the technology is directly showcased on the WEIC website and network of associates and partners to attract industry stakeholders.
3. **End-to-End Negotiation:** Any third party interested in pursuing the technology is directed to the WEIC strategic team. We lead the discussions, manage the industry convergence, and handle all negotiations until the successful completion of the commercialisation process.

4. THE PARTNERSHIP MODEL: ALIGNED OBJECTIVES

To ensure that our objectives are perfectly aligned with the success of our innovators, we have adopted a financial strategy that is pragmatic and entirely risk-free for the applicant.

We succeed only when you succeed. WEIC operates on a strict success-fee basis. We do not charge upfront administrative fees for our commercialisation efforts. Instead, WEIC is compensated exclusively when the applicant gets paid. Our fee is fixed at **10%** of the generated cumulative commercial revenue over 5 years, which may include:

- Technology transfer fees
- One-time success fees
- Ongoing licensing royalties
- Equity revenue from spin-off ventures

This collaborative model ensures that our team remains fiercely dedicated to maximizing the market value of your technology. We get paid only when you get paid!

5. OPPORTUNITIES AND STRATEGIC INTERVENTIONS

The risks associated with early-stage technologies are substantial, but they quickly pivot into unprecedented opportunities when supported by our ecosystem. Our interventions include:

- **IP Strategy and Defensibility:** Navigating the complex patent landscape to establish strong proprietary moats before market entry.
- **Market Analysis and Convergence:** Evaluating the economic capacity of the invention and mapping it against quantifiable industry demand and throughput requirements.
- **Industry Partnerships:** Facilitating strategic joint ventures, pilot testing, and licensing agreements with established corporate stakeholders.
- **Venture Spin-offs:** Providing the essential framework, incubation infrastructure, and angel investor networking required to launch an independent startup.

6. THE TECHNOLOGY COMMERCIALISATION PROCESS

We call our process collaborative, since we work with the IP creators and owners to build a robust case for commercialisation. In most cases, much of the work is done by the IP creators under the guidance of WEIC. To navigate this journey, we have a seven-step process:

1. **Declare the Innovation:** The journey begins by sharing your invention within our network. This allows us to collaboratively understand the core essence and purpose of your idea and gather as much feedback as we can.
2. **Evaluate the Potential:** We assess the technology's readiness and overall market capacity. This evaluation clarifies the underlying problem and ensures the solution has genuine commercial viability.
3. **Protect the Core Technology:** Before engaging external stakeholders, it is crucial to establish a defensive moat. Therefore, we review patents and intellectual property rights to protect the innovation from being replicated.
4. **Obtain Regulatory Clearances:** Depending on the industry framework, specific government and regulatory approvals are required. We navigate these compliance steps together to ensure the product is legally fit for deployment.
5. **Engage Target Customers:** We analyse the value chain to identify the end-users and potential corporate partners. In light of these insights, we can gauge actual market receptiveness before committing extensive resources.
6. **Build the Strategic Business Model:** To demonstrate feasibility to founders, angel investors and industry partners, we help you engineer a robust business plan. This strategy outlines the financial requirements, operations, and revenue pathways.
7. **Execute Market Entry:** Finally, the product is introduced to the broader market. This ultimate phase focuses on sales, distribution, and integrating the technology seamlessly into the global or national ecosystem.

7. PROGRAM OUTCOMES

Commercialisation of technology can result in several different outcomes and starting your own business is just one of those. WEIC believes in first understanding the most impactful outcome before developing a strategy or a business plan. The most common outcomes include:

- Technology Licensing to an established industry player
- Forming a Spin-off / Startup Company
- Joint Venture / Collaborative R&D

8. PARTICIPANT ELIGIBILITY

The program is open to all with technologies currently at or above TRL Level 4. While there are no specific eligibility requirements, we expect a degree of scientific rigour and potential for social, economic and environmental impact in all proposals.

9. WHY US? THE LEGACY OF ENGINEERING EXCELLENCE

Walchand College of Engineering (WCE): You are not joining a pop-up incubator; you are joining a legacy. For over 75 years, WCE has been a pillar of engineering excellence in India. Our alumni have built the infrastructure, industries, and technologies that power this nation. This deep technical DNA ensures that your product is validated against rigorous engineering standards, not just market hype. *Visit: www.walchandsangli.ac.in*

Walchand Innovations (WEIC) WEIC is the specialized innovation vehicle of WCE. We bridge the gap between ideation and commercial viability. We function as a "Testbed for Innovation", offering you access to technical labs, deep-tech mentors, and a network that understands successful venture building. *Visit: www.walchandinnovations.org*

10. INVITATION TO COLLABORATE

The journey from idea to venture requires both technical depth and a pragmatic strategic orientation. We invite the forward-looking minds to evaluate their innovations through the lens of commercial opportunity. If your technology possesses the capacity to disrupt existing value chains or create entirely new markets, the time to act is now.

Together, we can translate academic brilliance into a powerful economic reality.

Visit https://www.walchandinnovations.org/techcp to apply. Applications are accepted on a rolling basis with no deadline.

Launch Your Commercialisation Journey Now