



# Impact Licensing

By **Johan Moyersoen**

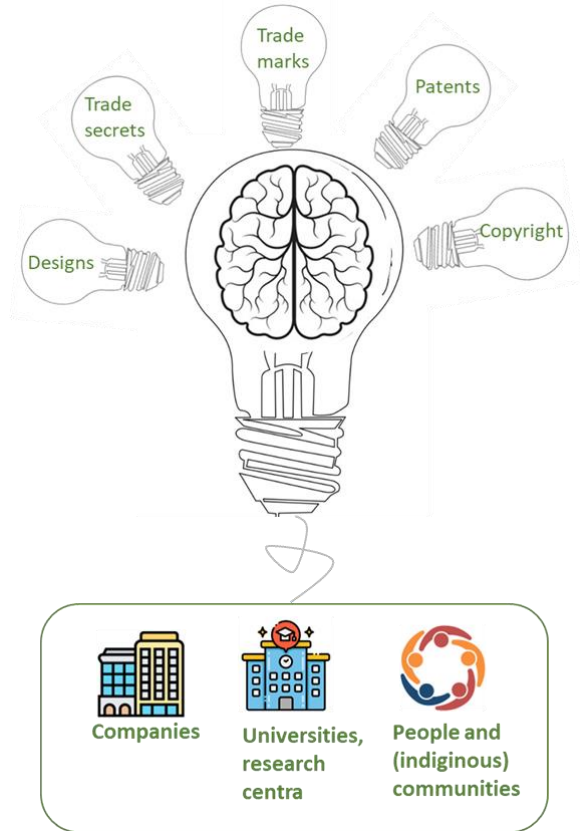
Founder and General Manager

Impact Licensing Initiative

June 4th, '24

[Johan@impactlicensing.org](mailto:Johan@impactlicensing.org)

# INVENTIONS



# IMPACT AT SCALE



We are

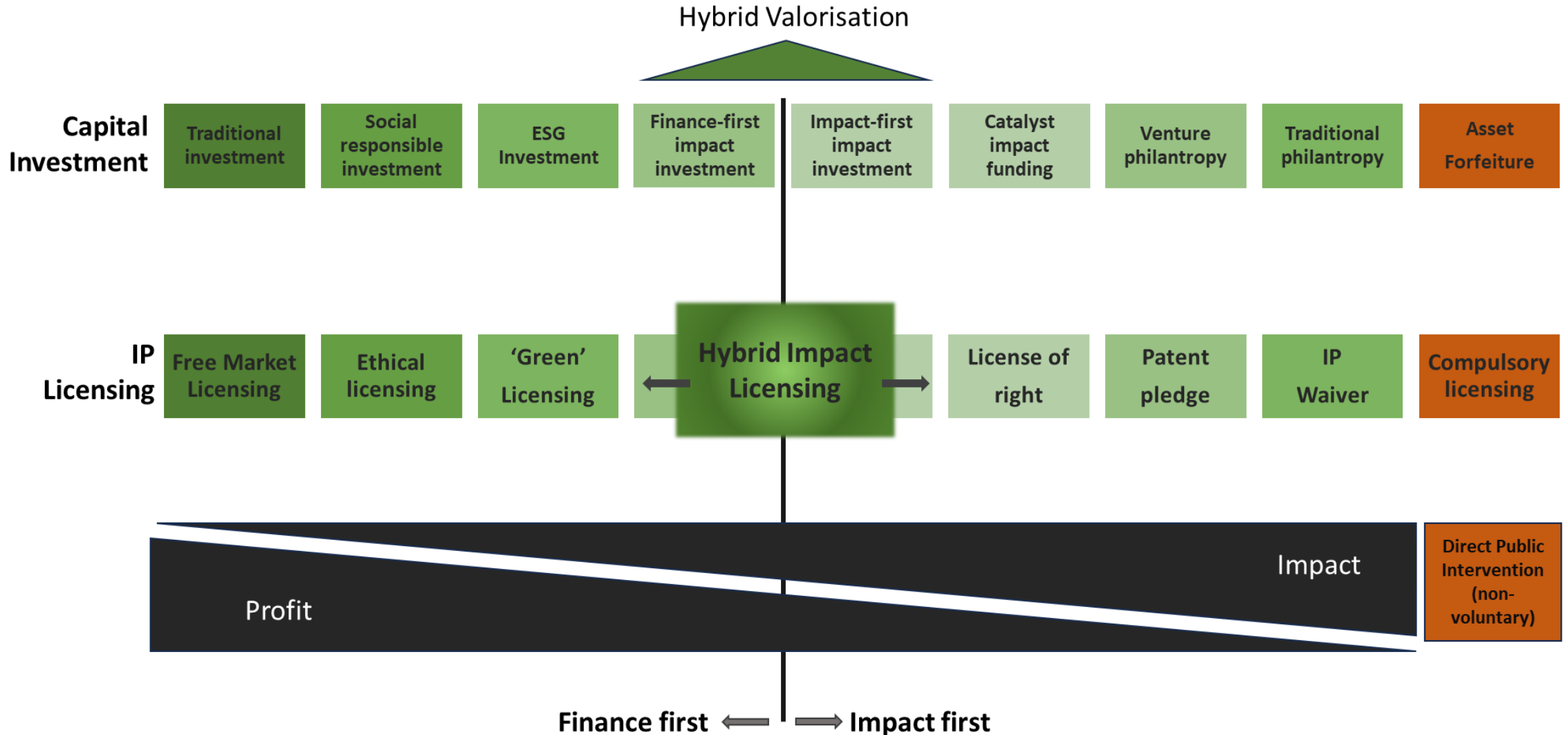
- Social Business and IP experts
- Independent innovation intermediary
- Non-profit organisation
- European scope of technology portfolio
- Sectors: Health and wellbeing, agri-food sector, green energy and education

← **CATALYST** →

**STRATEGIC INSTRUMENT  
TECHNOLOGY TRANSFER and IP FOR IMPACT**



# MOTIVE 1: No charity, but enablement => the next step after “Impact Investing”



# MOTIVE 2: The Challenge: Sustainable technology transfer

**The problem: The technology gap in Low and Middle Income Countries is slowing economic development and climate mitigation action**

## Current Situation

- **Significant technology gaps** exist between developed and developing countries, as measured by:
  - R&D investment as % of GDP
  - High technology exports
  - Measured capabilities
- **Existing interventions** (e.g. addressing the digital divide, education) are all needed, but **do not go far enough**
- The Global North holds tremendous **technology capabilities** that **are not being exploited in the Global South**

## Barriers to Change

- Incentives and innovation scope are not aligned
- Risks are perceived as too high
- Knowledge, capabilities and connections specific to LIC and MIC markets not there
- Timelines are perceived as long

# MOTIVE 3: We are in EU behind



IPIRA was founded in 2003 as a one-stop-shop, to combine IP licensing and industry-sponsored research in one office to maximize the impact of Berkeley's research.

The objectives of the Socially Responsible Licensing Program :

- promote widespread availability of healthcare and technologies in the developing world
- **maximize societal impact and public benefit of technologies developed at Berkeley**
- share revenue and/or other benefits with those who collaborate with Berkeley researchers
- give proper attribution to a resource/material provider or collaborator
- stimulate additional investment by others to achieve these goal

Example: Nutritionally-Fortified Sorghum –

Sorghum is a staple food for over 500 million people, even though it is a particularly poor source of nutrition, protein, and starch. The research of Berkeley professors Bob Buchanan and Peggy G. Lemaux explored enhancing the digestibility of sorghum protein and starch by modifying the expression of sorghum's grain endosperm. Supported by a grant from the Gates Foundation, Berkeley partnered with Africa Harvest and DuPont/Pioneer to develop the technology. The contract involved a paid-up, royalty free, worldwide perpetual license, with the field of use defined as "any charitable objective."

## Result:

- IPIRA used social impact licensing as a strategy to increase continuous collaborations with companies, to develop partnerships with philanthropic organisations, non-profits and (international) public organisations.
- IPIRA used social impact licensing as a way to increase the reputation of the university and as a strategy for employer engagement
- IPIRA used the strategy to fund research where the societal impact is prevalent and where the economic potential has to be shown.
- As a result of the philosophy and intellectual property management approach at UC Berkeley, the university has benefited financially:
  - **Corporate-sponsored research funding has increased about fourfold**, foundation funding has grown
  - gift funding has increased from both private and foundation sources
  - larger number and variety of public-private partnerships exist at the university than ever before.

# Three essential conditions for impact licensing



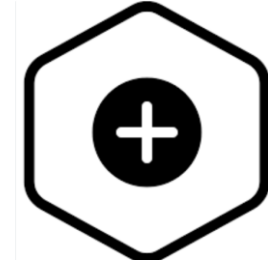
1.

Intentionality



2.

Measurability



3.

Additionality

# Five key components in the impact licensing agreement

## 1. Definition of Impact Scope:

- Specifies the impact domains and quantifiable key indicators through which the technology will make a substantial difference. This definition delineates the primary societal market boundaries of the impact licensing agreement and facilitates the specification of methods and processes for monitoring and reporting on the impact.

## 2. Eligibility Conditions:

- Outlines the conditions, such as geographical regions, target audiences, usage settings, and potential tipping points, required to introduce these technologies into the defined societal markets.

## 3. Exploitation Clause:

- Includes a provision that empowers the 'clearing house' to reclaim the impact license if the licensee fails to adequately exploit or underexploits the intellectual property within certain domains, applications, or geographies.

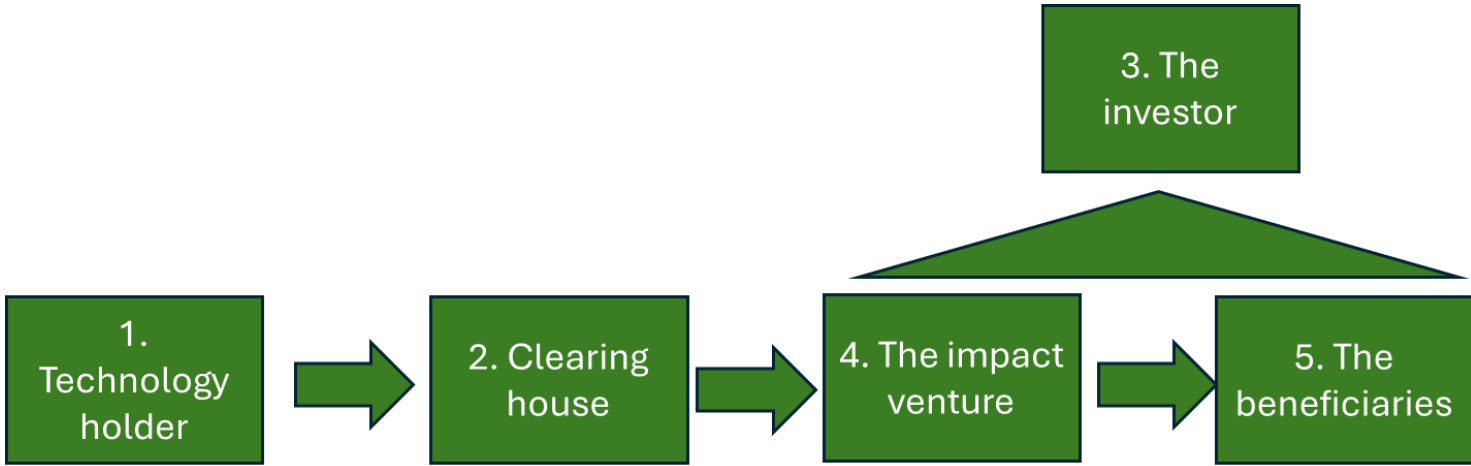
## 4. Technological Usage Parameters:

- Establishes the boundary conditions for the technology's use that must be adhered to in the process of generating societal value. This may encompass aspects like quality monitoring and reputational risks.

## 5. Economic Safeguards:

- Specifies limitations designed to safeguard the technology's potential for economic growth both before and after the licensing period. These restrictions can extend to the use of technologies beyond the defined societal market, time constraints, and more.

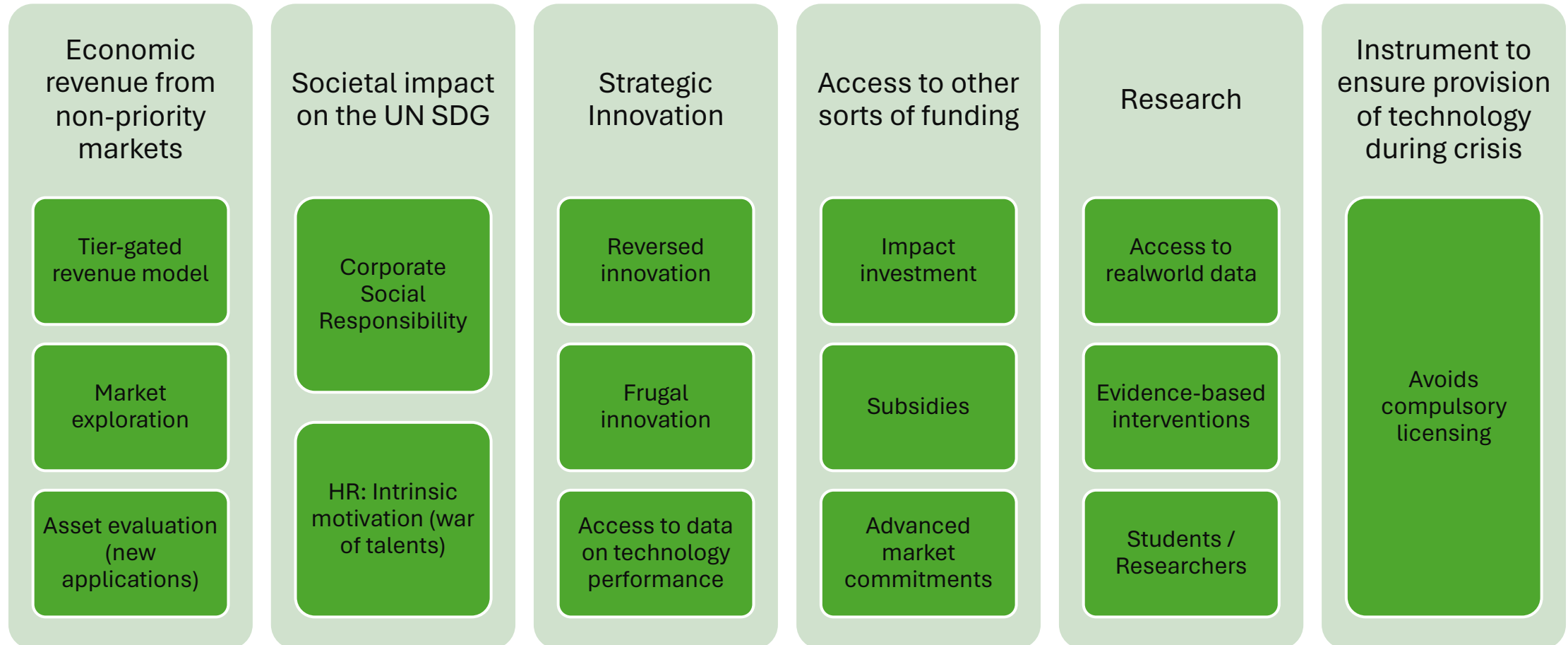
# The main actors in the impact licensing model



Party	Illustrative Return	Roles
<b>The technology owner</b>	<ul style="list-style-type: none"> <li>• Access to the improvements made via the societal use of their technology</li> <li>• Access to the technical data that are generated during the roll-out of the impact license</li> <li>• Recognition and the ability to claim a contribution to the achievement of impact, UN SDG goals, etc</li> <li>• Financial returns (although generally to a lesser degree than traditional licensing)</li> </ul>	<ul style="list-style-type: none"> <li>• Technology provider</li> </ul>
<b>The clearing house</b>	<ul style="list-style-type: none"> <li>• IP Pool of impact licensed technologies to develop disruptive solutions for important societal and environmental silences of today</li> <li>• Catalyst of societal change</li> </ul>	<ul style="list-style-type: none"> <li>• Brokerage of the impact licensing agreement</li> <li>• Monitoring use of IP and impact</li> </ul>
<b>The impact investor(s)</b>	<ul style="list-style-type: none"> <li>• Broader variety of investment opportunities generally, and particularly an increase in technology-driven solutions meeting investment criteria:               <ul style="list-style-type: none"> <li>○ New technologies</li> <li>○ Improved risk profiles of investment proposals, More assured impact and mission lock over the lifecycle of the business, including past the investment horizon</li> </ul> </li> <li>• New areas of impact possible to address and invest in</li> <li>• Support of other stakeholders (the technology holder, a clearinghouse) in collecting impact data</li> </ul>	<ul style="list-style-type: none"> <li>• Capital provider</li> </ul>
<b>The impact venture</b>	<ul style="list-style-type: none"> <li>• Improved tech development – faster and/or cheaper routes to MVP and product iterations</li> <li>• Valuation support due to existence of the impact license as an IP asset in the business</li> <li>• Opportunities to scale the business through sub licensing, while assuring impact for investors</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Go to market</li> <li>• Sub-licensing strategy</li> </ul>
<b>The beneficiaries</b>	<ul style="list-style-type: none"> <li>• Potential for broader dissemination of technology, more quickly, by virtue of licensing</li> <li>• Possibility for local manufacturing and production, local innovation</li> <li>• Key points ensuring good use can be built into licensing agreements to help ensure quality of service</li> </ul>	<ul style="list-style-type: none"> <li>• Local application</li> <li>• Ensuring impact</li> </ul>



# Why should technology holders consider impact licensing?



# Our Model: Non-profit / For profit partnership

## Objective

Transfer technologies to societal markets through profitable, sustainable and impactful businesses in low and middle income countries



### Technology Acquisition

#### Non-profit

Develop & negotiate Impact Licenses from technology holders to bring an IP, tech, product or service to a pre-defined market for societal value creation



### Technology GTM

#### For-profit

Adapt technologies to societal challenge / user needs and develop GTM strategies securing first customers.  
Venture build and partner to launch new businesses (NewCos)

Rolling Impact investment fund

# Call for action: Get involved in Impact Licensing

