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FOR ACADEMIA

UNICO for Academia

We show you the real market potential of your technology and its real price tag.

Universities and research institutes produce excellent research, but turning it into a licence or a spin-off requires answers researchers rarely have time to find: Is there a market? Who would pay? What is the technology worth?

We work as your external analytical capacity. Our cooperation does not end with handing over an analysis: we help you interpret the results and design the strategy.

Three questions we answer

01 **Is there a market for your technology?**
Market Analysis: where the technology can be applied, how big the opportunity is and who the competitors are.

02 **Does the market want it?**
Market Validation: interviews with real companies test your unique selling proposition.

03 **How much is it worth?**
IP Valuation: a defensible price and licence terms for the deal.

How we help

Market Analysis — from €6,000

Market size, growth, application segments, value chain, competitors and potential customers, with recommended next steps.

Tech & Commercial Potential Assessment — from €5,000

Does the market need the solution, who are the early adopters and is the value proposition clear? Validated through interviews.

IP Valuation

from €3,000

Income-approach valuation with an official report certified by a court-appointed expert, and recommended licence terms.

Freedom to Operate

from €1,600

Can the technology be used commercially without infringing existing patents? A map of patent risks and next IP steps.

Business plans for PoC projects

on request

Commercialisation strategy, financial model and milestone-gated plans, e.g. for TA ČR SIGMA Proof-of-Concept applications.

Workshops & Training

on request

Practical workshops for TTO staff and researchers on market analysis, IP, valuation, spin-offs and negotiation.

Track record

28
FTO projects

37
IP valuations

45
market validations

65
partnerships with research organisations

Selected references: CeTTAV · MENDELU · VŠB-TUO · VUT · UPOL/CATRIN · ČVUT/UCEEB · University of Pardubice · Ruđer Bošković Institute · University of Ljubljana · University of Zagreb

VŠB-TUO: a valuation behind a licence to ABB

THE SITUATION

VŠB – Technical University of Ostrava needed to set the value of a system for measuring weld quality before transferring rights to a company.

WHAT WE DID

We valued the technology and proposed licence terms based on market data.

THE RESULT

The valuation supported a licence agreement: ABB licensed the technology.

> *"UNICO Analytics helped us determine the value of technology for transferring rights to a private company. Our entire collaboration was marked by excellent communication, reliable conduct, speed, and reasonable prices."*
>
> **Michal Mokroš**, Business Development Specialist, VŠB-TUO

> *"We were very satisfied with UNICO's support during the preparation of our business plan for the SIGMA Proof-of-Concept project. They helped us shape a realistic commercialization strategy and better define the practical and market potential of our technology."*
>
> **Zuzana Auská**, University of Pardubice

> *"Working with UNICO proved to be a great choice. They were quick and priced the licence of our technology realistically."*
>
> **Jan Přenosil**, Technology Transfer Manager, MENDELU

About UNICO

UNICO is a consultancy at the intersection of deep tech, innovation and commercialisation. Born in academia in 2017, we help universities, start-ups, companies, investors and public institutions turn advanced technologies into investable and scalable opportunities. Offices in Prague and Zagreb, projects across Europe. **We speak the languages of research, market and money.**

$20M+
brought to universities

10+
start-ups connected to funding yearly

500+
trustworthy business partners

2017
rooted in academia since

Next step

Send us a short description of your technology. We will prepare a non-binding proposal.

Book a free consultation at **unicoanalytics.cz**

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