The College of Veterinary Medicine and Biomedical Sciences (CVMBS) established the Veterinary Innovation & Commercialization Program (VICP) for CVMBS students and faculty who have innovative ideas they want to protect, market, and license for revenue. Through this program, our experienced staff leads students and faculty along our proven commercialization process.
OUR PROVEN PROCESS

- **GENERATE IDEA**
  CVMBS Faculty or student presents an innovative idea or invention that they would like to protect, market, and license.

- **ESTABLISH LEGAL PROTECTION AND LICENSING**
  Establish ownership of intellectual property and assess need for trademark, copyright, or patents. Draft license agreement or initiate process for forming a startup company.

- **SET UP & MANAGE PROJECT TASKS & TIMELINE**
  Define key project objectives and deliverables and organize them within constraints of the project timeline and budget.

- **SUPPORT CONTENT DEVELOPMENT (for Educational Resources only)**
  Support innovator in the design and production of a final draft of their content that is ready for distribution.

- **DESIGN AND IMPLEMENT MARKETING STRATEGY**
  Coordinate marketing campaign creation and implementation including strategy, design, multimedia production, and content.

- **DEVELOP BUSINESS MODEL**
  Determine a value proposition, customer segmentation, key activities, and cost structure to support the development of a business model canvas. Map a business plan to include a market analysis, marketing and sales activities, and financial strategies.

- **MAKE CONTENT AVAILABLE ONLINE (for Educational Resources only)**
  Set up and deliver content via web hosting. Provide help desk support and web analytics.

- **LET US HELP YOU TRANSFORM YOUR IDEA INTO REVENUE TODAY!**
  Connect with a CET Team Member at CET@cvm.tamu.edu or 1-979-458-8450.

- **GENERATE REVENUE**

INITIATE INNOVATION AND COMMERCIALIZATION PROCESS
Relationship is cultivated with the innovator and guidance through the commercialization process begins. External funding opportunities are researched and pursued, specific to the idea or invention.