



IN-PART Publishing Ltd
MidCity House
First Floor
17-21 Furnival Gate
Sheffield
S1 4QR

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IN-PART: Sole Source Letter

Dear Sir or Madam,

This is a letter outlining the unique aspects of the IN-PART system, a system that does not have any directly comparable competitors in the market.

Summary:

IN-PART promotes and strategically matches research collaboration and commercialisation opportunities from university technology transfer offices (TTOs), to an exclusive network of senior decision-makers from over 4000 companies. This activity is performed via a unique online platform (<http://www.in-part.com>) enabling industry users to review, manage, feedback and contact universities about their opportunities. The system is designed with the key drivers from both TTOs and corporate R&D teams in mind, making the connection process simple and efficient for commercialising academic research.

Why does UMMC need IN-PART?

The purpose of retaining IN-PART's unique services is to grow the TTO's industry network as well as support their internal decision-making processes. IN-PART's matchmaking platform generates fresh, senior-level, qualified leads for the TTO to discuss specific commercialization opportunities with, while also collecting feedback and providing engagement data surrounding that institution's portfolio. These industry insights (both qualitative and quantitative) allow the TTO to make faster and more informed decisions regarding the commercial viability of their inventions. IN-PART's simple and transparent revenue model enables all of this to be done without further complicating the university-industry conversations regarding technology transfer.

Unique Set of USPs:

1. **University Dashboard:** IN-PART provides a unique personalized and collaborative interface to submit, edit, unpublish, create portfolios, and generate PDFs of technology briefs and content on IN-PART. IN-PART offers an unlimited number of accounts to subscribed TTOs.
2. **University Profile:** IN-PART prepares an overview of each institution's tech transfer team and utility for the platform's global industry audience to access, including links to university research capabilities, over-arching research themes, institutional departments and internal services.
3. **Dedicated University Liaison:** Each TTO is assigned to a dedicated account manager, who is responsible for uploading/formatting content, providing new industry contacts and feedback, and preparing Impact Reports.
4. **Broad Range of Admissible Collaboration Opportunities:** Non-confidential briefs can range from early stage projects seeking company collaborators to later stage technologies seeking licensees or external investment, spanning life sciences, physical sciences, and digital technology.
5. **Targeted and Personalized Promotion of Collaboration Opportunities:** IN-PART uses a natural language processing-based algorithm to match opportunities with user-provided company interests, and personally alerts the industry user of relevant matches and then proactively follows up on matches. IN-PART will facilitate introductions between the TTO and the industry user in the event that the user requests more information, and will collect industry insights if the user declines with feedback. A weekly email service targets a broad number of relevant companies, and IN-PART promotes technologies at several specialist conferences throughout the year.



6. **Personalized 'Impact Reports':** Impact Reports are generated for each institution every 6 months and provide the TTO with engagement data, including:
 - a. Full article reads - the number of industry subscribers reading the full 'article'
 - b. Specific company interest - list of companies reading individual submissions
 - c. Engagement score - an objective measure based on each individual article's engagement levels versus the platform average
 - d. Audience penetration: location - mapping the global interest in article submissions
7. **IN-PART Discover:** IN-PART works with select companies to define R&D challenges where expertise and technical solutions are sought from academia. As a benefit of being an IN-PART member, the TTO can respond directly to all Calls for Opportunities, providing business engagement opportunities for inclusion within Discover reports for respective companies. If the company is interested in a specific opportunity, IN-PART will provide a personalized introduction.
8. **Curated Audience:** IN-PART is an exclusive community to which only senior-level R&D users can gain access. Therefore, the IN-PART system has no unqualified users (i.e. who have provided unverifiable Gmail, Hotmail, Yahoo, etc email addresses), nor are third party consultants i.e. lawyers permitted access.
9. **Exclusively Universities:** IN-PART works exclusively with university technologies, resulting in an audience exclusively interested in collaborating with, and commercialising university opportunities.

Other Notes:

Our services are only available for purchase from IN-PART Publishing Ltd. We do not allow resellers or any other companies to sell our services.

Please don't hesitate to reach out should you require any further clarifications.

Kind regards,

Emma Brown

Head of Business Development, North America