



The TURBO Program (Technology Transfer of University Research for Business Opportunities)

For over 30 years, the internationally known **Center for Dairy Research (CDR)** has been assisting companies of all sizes in the development and/or enhancement of dairy ingredient foods and beverages. Many of its product and process innovations are considered “high technology” and have, in many ways, helped the dairy industry successfully commercialize more efficiently produced, higher value products.

TURBO, launched in April 2014, (www.turbo.cdr.wisc.edu) focuses on speeding up the commercialization for new dairy-related products. Due to CDR’s funding sources, TURBO clients must have, or be prepared to have, a dairy ingredient in its food or beverage product, or at minimum, cannot use any non-dairy proteins. With the support of our partners, which include the WEDC, DATCP, Dairy Farmers of Wisconsin and others, we assist companies, not only in applied technology development, but also in such areas as business and marketing plans, permitting and exporting.

The TURBO Program is made up of two parts:

- Transfer of CDR’s technologies, both patented and non-patented to private sector companies.
- Providing access to the resources noted above for the development of a company’s proprietary technology. (Note: In providing this type of assistance, CDR does not ask for any ownership of a company’s IP.)

CDR’s available technologies can be viewed at: www.turbo.cdr.wisc.edu/available-cdr-technologies

Between 2013 and 2018, 43 companies have evaluated a TURBO technology with 13 being successfully commercialized. This has resulted in increased capital investment, demand for fluid milk and job retention/creation.

TURBO’s “technology transfer” process is relatively simple and potentially highly profitable to participants. It is based on the “Wisconsin Idea,” a concept focusing on getting knowledge and information developed within the university system to users outside the system.

How Your Company Could Benefit

The objective of the TURBO process is to allow interested companies to exclusively evaluate novel technology advancements using their own product development processes with minimal financial exposure. This is achieved through the use of combined technical expertise with your own market realities. Additional advantages include:

- Minimal up-front financial commitment to CDR. Technical advice, information, and related communications are free. Product and sensory trials are charged at cost with up front estimates and “scopes of work.”
- Trials can be conducted at CDR or at your own facility.
- Product development can be tailored to your company’s own internal processes.
- Flexible time given for your own internal product evaluation.
- No financial penalties if you decide not to move forward.

CDR considers it a success if your company takes the time to evaluate one of our technologies. We understand that there are a number of factors in a company’s product development process that impact the decision-making process and that all the parts of your company, i.e. R&D, operations, finance, sales and marketing, have to be on board to successfully commercialize a new product.



The Process

CDR has two types of technologies, patented and non-patented. For patented technologies (noted on the information sheet), interested parties need to contact one of the following individuals at the Wisconsin Alumni Research Foundation (WARF) (www.warf.org/)

- Emily Bauer, Licensing Manager, 608-262-8638, emily@warf.org
- Mark Staudt, Licensing Associate, 608-265-3084, mstaudt@warf.org

Once approvals have been secured from WARF for accessing a specific patented technology, the TURBO process for patented and non-patented technologies is the same.

1. To initiate the process, interested companies should send a “letter of request” to TURBO Program Manager Vic Grassman indicating interest in the specific technology. The letter should include an outline of your pathway to commercialization of the technology within the defined timeline.
2. CDR will respond Yes or No based on the company’s potential to successfully commercialize the technology.
3. If the response is Yes, you will receive a MOU form of an agreement. This document will outline CDR’s expectations as listed below:
 - The company must be actively engaged in the product development process.
 - Product and/or sensory trials are “at cost” with estimates available beforehand.
 - CDR will keep the product/technology developed confidential and exclusive for a mutually agreed upon defined period to allow the company to successfully introduce developed product into the marketplace.
 - If the final product formulation/process is successfully commercialized, CDR will ask for a financial contribution, which will be used to support the TURBO Program. This non-contractual “understanding” will be a voluntary agreement between the two parties.

Summary

In an effort to maintain/increase profitability, many companies have chosen to reduce their R&D departments and related investments. At the same time, many of these organizations are looking for innovation through niche companies with new products that reflect changing consumer purchasing trends.

CDR, through TURBO, can provide you with another option.

By working with CDR, you have the potential to evaluate innovative technology at minimal cost, developing new niche products without incurring the traditional “in-house” R&D investment.

For more information, please contact:

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