

License Criteria

Similar to what is needed for procuring investment into the company

- Effective Technology and Market Development Plan
- Professional Team: Leadership and Staffing (all bases covered)
- Rational Budget and Funding Plan
- Logical Developmental Timeline

License Obligations (*all commensurate with market norms*)

- Upfront Fee – Cash or Equity (*skin in the game*)
- Payment of IP Protection (*spread over time*)
- Running Royalty
- Milestones (*development, marketing, sales timelines*)