Boeing Patent Challenge
Information Session
August 27, 28, 31, 2015
Global Boeing

GLOBAL REACH
- Boeing supports airlines and U.S. allied government customers in 150 countries

LOCAL FOCUS
- The company employs more than 165,000 people across the United States and in more than 65 countries
- 17 regional corporate headquarters in key markets around the world
TOP 100 Global Innovator

For four years running, Boeing is one of the Top 100 Global Innovators (source: Thomson Reuters)

1,700 granted patents in 2014 -- 7,800+ active granted patents and 14,000 worldwide -- No. 1 Innovator in aerospace and defense for the 8th consecutive year
Collaboration with the world

Innovation requires integration among many countries, businesses

- **Europe (Madrid)**
  - Environmental, safety, air traffic management, unmanned aerial systems

- **Australia (Melbourne and Brisbane)**
  - Advanced composites, unmanned aerial, light robotics, aging aircraft technologies, network centric solutions

- **India (Bangalore)**
  - Engineering analysis, software, materials and processes

- **Russia/CIS (Moscow)**
  - Materials and process technology, aeronautics, testing

- **China (Beijing)**
  - Biofuels, materials, air traffic management

- **Brazil (São Paulo)**
  - Biofuels, air traffic management, advanced metals and bio-materials, support and services technologies
Supporting growth for the next 100 years
The Boeing Patent Challenge
An IP Commercialization Study

- A competition for Washington University students, based on Boeing Patents

  - 1ST Steps:
    - Information Sessions (3)
    - Form teams – Required representation from 3 schools
    - Introduce teams to non-proprietary Boeing technology “categories” most likely of value outside aerospace (public patents)
    - Non-aerospace concepts only
    - Phase 1 – Teams translate the technology into plain English and rich media
    - Phase 2 – Teams build a new venture concept around a valuable set of IP
    - Skandalaris Center and Phantom Works Ventures provide practical entrepreneurial training and coaching

- $5,000 in Awards*
  - Best “new venture concepts” 1st, 2nd, and 3rd places
  - Scoring method shared with teams at the start of phase 2
  - Final Judging panel made up of 4 Boeing Executives

*WUSTL Faculty or a current Boeing employee who is attending WUSTL as a part-time student can be on a team but are not eligible to win any cash prizes.
Boeing Executives on Final Judging Panel

TIM NOONAN
Vice President
Training Systems & Government Services
Boeing Defense, Space & Security

STEVE NORDLUND
Vice President
Strategy
Boeing Defense, Space & Security

STU VOBORIL
Director
Strategy & Product Development
Phantom Works
Boeing Defense, Space & Security

TRACEY COWAN
Director
Strategy, Experimentation & Ventures
Phantom Works
Boeing Defense, Space & Security
### Schedule

**PW Ventures | Boeing Patent Challenge**

<table>
<thead>
<tr>
<th>Task</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Info Sessions</td>
<td></td>
<td>8/27, 28, 31</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speed Dating Event</td>
<td></td>
<td>9/2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team formation deadline</td>
<td></td>
<td>9/4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Translation phase</td>
<td></td>
<td>9/8 - 25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q&amp;A sessions</td>
<td></td>
<td>9/10 &amp; 9/15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Translations due</td>
<td></td>
<td>9/25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercialization Study Phase</td>
<td></td>
<td>9/25 - 12/7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribute scoring criteria to students</td>
<td></td>
<td>9/25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st Draft due for Boeing Ventures and Skandalaris Center comments/coaching</td>
<td></td>
<td>10/23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd Draft due for Boeing Ventures and Skandalaris Center comments/coaching</td>
<td></td>
<td>11/6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st round judging (held at WUSTL)</td>
<td></td>
<td>11/20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final round judging - Best Commercialization plan award (Held at Cortex @4240 Havana room)</td>
<td></td>
<td>12/7</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Drill In – Computer Technology
Google Advanced Patent Search

- Identify a market need
- Find keywords from technology categories or your technology of interest
- Set “Original Assignee” to “Boeing” -- Search
Questions?

Competition based on 50 categories of patents selected for highest commercialization potential

BOEING PATENT CHALLENGE

open to all WU students and faculty*

skandalaris.wustl.edu/boeing-challenge

Info sessions with Boeing Phantom Works Ventures Aug. 27, 28, 31 at 5PM in Simon 112

Copyright © 2015 Boeing. All rights reserved.