ARNS
Opportunity Market Network

UNIVERSITY + LAB OVERVIEW

Turn research into demand-aligned opportunities.

Arns helps universities, labs, TTOs, innovation teams, entrepreneurship programs, faculty, researchers, and student builders organize IP, research, prototypes, data, facilities, and people around visible market pull - before commercialization pathways fragment.

THE CORE MESSAGE

Before the license. Before the spinout. Before the pilot. Before the accelerator.

Arns fills the opportunity-formation gap by connecting campus knowledge supply to demand that is already forming across companies, industries, infrastructure, public needs, and emerging markets.

Prepared for university technology transfer, venture creation, innovation, entrepreneurship, research, and faculty commercialization leaders.

The commercialization gap starts earlier than most institutions can see.

The Valley of Death is usually described as the gap between research and commercialization. Arns focuses on an earlier gap: the stage where an asset has promise, but the opportunity around it has not been fully formed.

Research → Disclosure → **Opportunity Formation** → License / Spinout → Pilot → Scale

What usually happens

A patent is filed, a listing is posted, a researcher searches for a market, or a startup forms before the full demand, partner, funding, and deployment context is assembled.

What Arns enables

The opportunity is formed around visible market pull first, then strengthened with the right mix of IP, research, facilities, people, corporate context, legal structure, capital, and deployment pathway.

Arns is not asking your campus to push random IP into the market. Arns gives your campus a demand-aligned system for deciding where knowledge may actually have a path.

Arns is an opportunity-formation system for universities and labs.

Market pull first

Arns begins with visible demand: corporate priorities, public-sector needs, infrastructure gaps, operating pressures, regulatory shifts, resilience requirements, and buyer signals.

Then the right ingredients

Universities and labs surface IP, research, prototypes, data, facilities, expertise, teams, and translational capacity that may fit the demand context.

Designed pathways

Arns helps shape the pathway: license, pilot, sponsored opportunity development, venture thesis, startup formation, corporate partnership, funding package, or deployment plan.

Institutional alignment

TTO, venture center, research office, innovation and entrepreneurship, faculty, students, and external partners can align around the same demand-framed opportunity logic.

The simple shift

From: one invention searching for an application.
To: visible market demand pulling together the right knowledge, people, IP, and pathway.

What your campus can submit

You do not need a complete company, finished product, or fully packaged license. Arns is designed to discover usable ingredients earlier.

1

IP + technology

Issued patents, pending patents, invention disclosures, technical methods, materials, formulations, devices, software, algorithms, and lab-scale systems.

2

Research + expertise

Faculty research, PI expertise, postdoc work, graduate research, student projects, theses, publications, domain knowledge, and translational insight.

3

Data + facilities

Datasets, models, specialized equipment, testbeds, research centers, lab capabilities, field sites, prototyping capacity, and measurement infrastructure.

4

Teams + pathways

TTO staff, I-Corps teams, innovation offices, venture centers, student builders, entrepreneurs, operators, funders, deployment hosts, and corporate design partners.

Submission principle

The asset does not need to be the whole solution. It may be the core technology, a complementary component, a dataset, a facility, an expert team, a testing environment, or the missing piece that makes a larger opportunity possible.

Every opportunity is a recipe - not a single ingredient.

Market Need

Buyer signal, customer pain, operating pressure, cost reduction, resilience, regulation, public commitments, infrastructure gaps, and corporate priorities.

Knowledge Assets

Patents, invention disclosures, research projects, prototypes, datasets, software, facilities, methods, materials, and technical expertise.

People + Pathways

Inventors, TTOs, faculty, postdocs, students, operators, corporate design partners, funders, legal/IP structures, and deployment hosts.

Designed Opportunity

A stronger package for licensing, pilots, venture creation, funding, sponsored opportunity development, corporate partnership, and deployment.

Arns helps your institution discover where each ingredient fits, what is missing, and which pathway should be designed next.

A practical pathway for campus activation

1

Start with demand

Arns organizes market pull across companies, infrastructure, public-sector needs, industry priorities, and emerging opportunity channels.

2

Submit knowledge

TTOs, researchers, faculty, labs, students, and venture teams submit assets or capabilities directly into a specific demand area.

3

Map fit + complementarity

Arns reviews the asset in context: what role it may play, what else is needed, and which partners or pathways could strengthen the opportunity.

4

Design the pathway

The opportunity can become a licensing lead, pilot concept, sponsored opportunity development project, venture thesis, fundable package, or deployment plan.

The first action is simple: select a demand area and submit the knowledge that may fit. Arns helps organize the opportunity logic from there.

Designed for internal alignment, not just external submission

Campus group	What Arns helps them do	Potential output
TTO / licensing	Route IP into visible demand channels instead of waiting for inbound discovery.	Licensing leads, partner targets, opportunity briefs
Venture center	Convert research + demand into venture theses and founder-ready opportunities.	Spinout concepts, founder matches, venture packages
Innovation + entrepreneurship	Give students and campus builders problems worth building around.	I-Corps paths, student teams, pitchable opportunities
Research office	Connect faculty strengths to fundable, partner-relevant opportunity areas.	Sponsored opportunity development, grant alignment
Faculty + labs	See where expertise, prototypes, datasets, and facilities could fit real-world demand.	Use cases, collaborators, deployment contexts
Corporate engagement	Offer companies a structured map of campus capability around their stated priorities.	Partner briefs, pilot concepts, challenge alignment

The value is not one department using another tool. The value is a shared operating surface for turning institutional knowledge into demand-aligned opportunity.

Arns combines proven innovation logic - and moves earlier.

100+ Accelerator logic

Corporate partners define priority challenge areas, select startups, fund pilots, and use corporate scale to test, validate, and expand solutions.

Chevron Studio logic

University and national lab IP can be curated, matched with entrepreneurs, and advanced through discovery, scale-up, and field-trial pathways.

MIT Proto Ventures logic

Start with a defined problem space or channel, connect with researchers, and use venture builders to investigate and de-risk potential ventures before formation.

Arns generalizes the model

Arns works before the accelerator, spinout, pilot, license, or fully formed company - across many demand entities, universities, labs, and markets.

Reference sources

Official program pages reviewed: 100+ Accelerator, Chevron Studio, and MIT Proto Ventures. The comparison is used for model framing only; Arns is independent and not affiliated with those programs.

What success can look like

Demand-matched IP

Dormant or early-stage assets become visible in the context of real buyer, operator, or infrastructure needs.

Opportunity briefs

Campus knowledge is packaged into clear market-pull opportunity narratives for internal and external alignment.

Spinout theses

Research, IP, faculty expertise, students, and market demand combine into stronger venture-building starting points.

Pilot concepts

Potential deployment hosts, KPIs, site context, and corporate needs are identified earlier.

Sponsored opportunity development

Research and innovation work can be framed around a defined demand area rather than generic sponsored research.

Fundable packages

Assets, teams, use cases, milestones, and commercialization logic can be shaped for grants, partners, studios, or investors.

The desired result

A university can say: here is our IP, research, people, labs, and venture capacity organized around specific market opportunities that external partners already understand.

A simple campus activation plan

Week 1-2

Select demand areas

Choose 5-10 market-pull channels aligned with campus strengths, corporate relationships, local industry, research priorities, or strategic initiatives.

Week 2-4

Surface initial supply

Identify 10-25 relevant assets: patents, disclosures, faculty work, prototypes, datasets, facilities, teams, and student-builder capacity.

Month 2

Map opportunity fit

Review where assets may act as core technology, complementary ingredient, pilot component, expertise source, or venture foundation.

Month 3

Package next steps

Create opportunity briefs for licensing, sponsored opportunity development, venture formation, pilot exploration, partner outreach, or funder alignment.

Start small. Prove the internal alignment value. Then expand from assets to programs, centers, labs, and campus-wide opportunity portfolios.

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NEXT STEP

Build your university's opportunity supply map.

Start by selecting demand areas where your institution already has relevant IP, research strength, faculty expertise, student-builder capacity, or lab infrastructure.

Arns can help turn those ingredients into a clearer pathway for licensing, venture creation, sponsored opportunity development, pilots, funding, and deployment.

Initial campus package

- 5-10 demand channels
- 10-25 relevant knowledge assets
- TTO + venture center alignment
- Faculty/lab participation
- Student-builder paths
- Opportunity briefs
- Next-step partner logic

Primary call to action

Submit knowledge into a demand area. Find where your IP, research, prototypes, data, facilities, and people can become part of a stronger opportunity.