IPB has many inventions but unfortunately the percentage of their commercialization is low. The study was aimed to optimize the commercialization strategy of IPB’s food and beverages inventions which consist of (1) formulating generic strategy of inventions commercialization, (2) grouping the inventions into clusters and (3) formulating of the effective commercialization strategy of each invention cluster. The study consists of SWOT analysis, Cluster Analysis and AHP (analytic hierarchy process). The study has successfully identified five general strategies to optimize the IPB’s food and beverages inventions, i.e (1) mapping of requirements strategy priority and inventions step, (2) market research and trend of consumer demand, (3) revitalization of incubation activity as industrial teaching and new commercially product development as well as synergize with start up capital program, (4) the need of joint production marketing and financial, and (5) revitalization of invention area. IPB’s inventions of food and beverages can be categorized into three clusters i.e. diversification food, added-value, and utilization of local source. The cluster of diversification food with low entry barriers has competence to be more developed. Meanwhile the cluster of added-value and utilization of local source with medium and low entry barriers respectively, has limited competence to be developed. Hence, the strategy priority for cluster of diversification food and added-value is joint and for utilization of local source is license.

Keywords: inventions, food and beverages, commercialization, added-value, clusters analysis