

INNOVATION PROMOTION AND TECHNOLOGY TRANSFER

Topic 4

Innovation, Entrepreneurship and the University

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Entrepreneurship

Entrepreneurs make things happen!

- » Individuals who take a concept and convert it into a reality. A product, policy or institution.
- » Champions of a new process, and they are engines of change.
- » Entrepreneurship occurs in all areas of life: Business, academy, government and Ngos.
- » Entrepreneurs are everywhere, in Wall street and the Sahel.
- » Entrepreneurship can be used for good and evil.

Entrepreneurs Can Be Encouraged and Promoted

- » Openness to new ideas, freedom from investigation to operation, recognition and reward encourage entrepreneurship.
- » Excessive regulation, rigid hierarchy, lack of freedom, stealing of ideas and excess control discourage entrepreneurship.

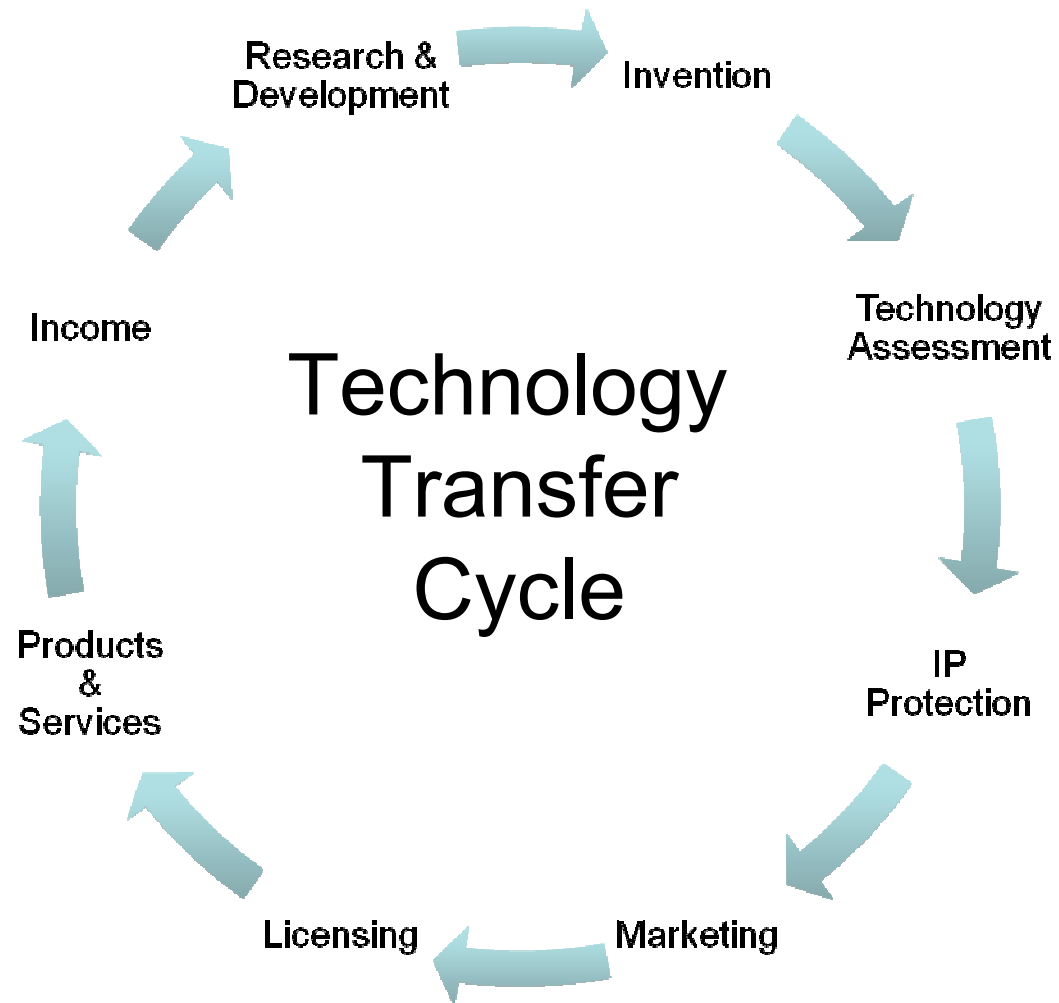
Requirements of Entrepreneurs

- » Understanding of economic, social, scientific realities, and the evolutionary processes in the future.
- » Understanding of how institutions work, and individuals react in order to introduce activities and products that serve peoples' need and that are sustainable economically and politically.
- » Dedication and commitments and the capacity to overcome failure.

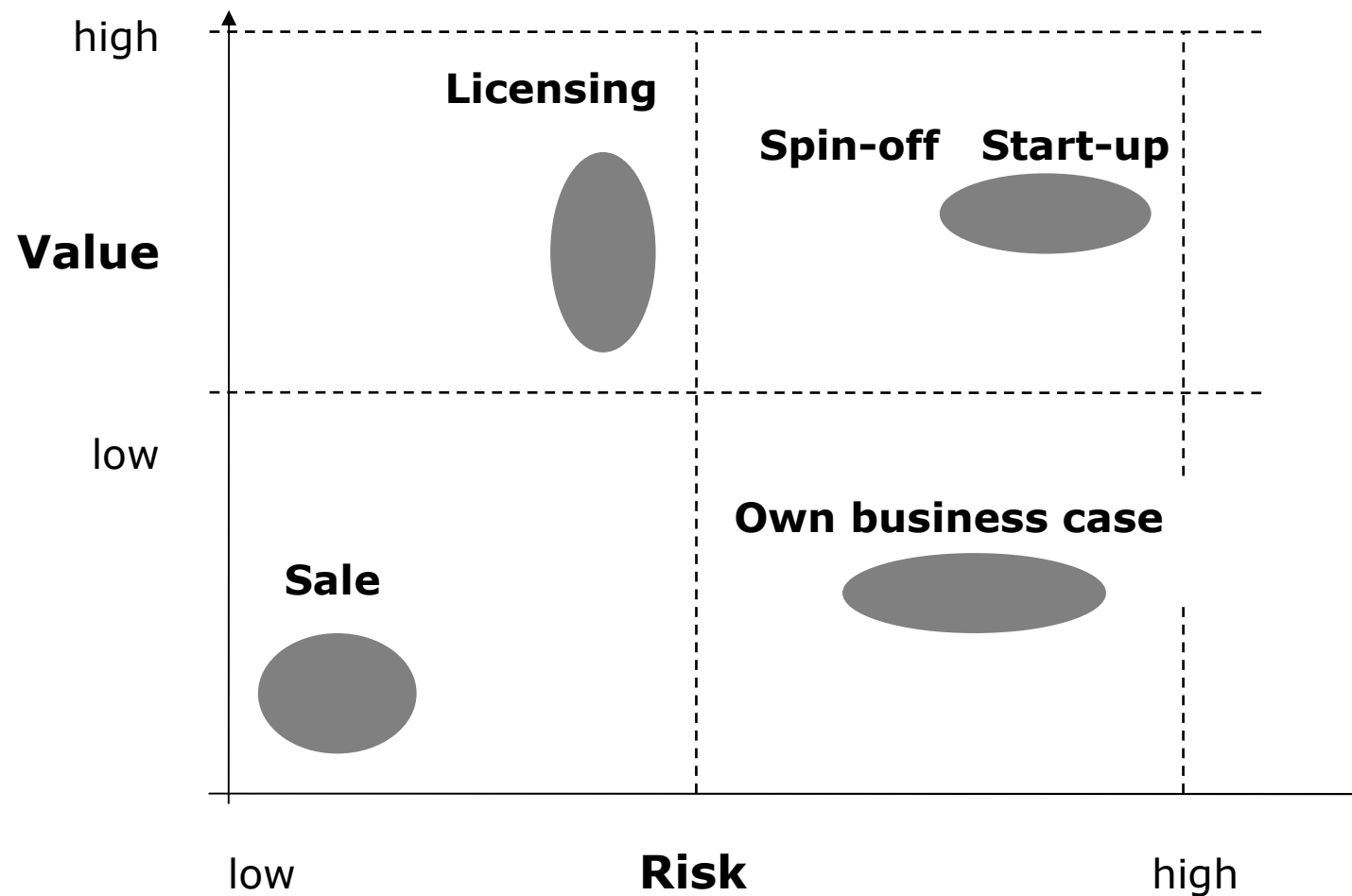
Entrepreneurship and society

- » To encourage entrepreneurship, society should tolerate failure and give people a second, a third,... chance.
- » Obviously, people need to pay for their mistakes, but if the payment is too high, people will not be daring or take risks.
- » Effective legal system is essential for positive entrepreneurship.

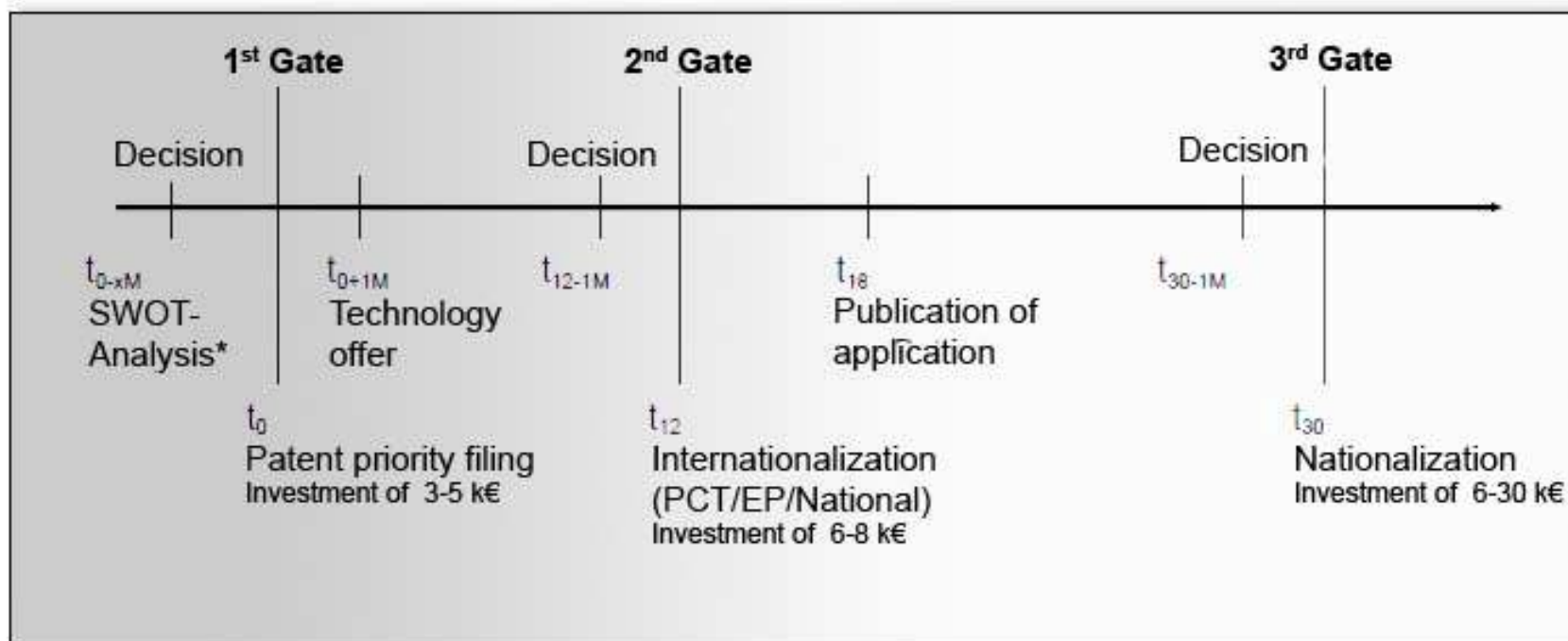
From Research Result to Product on the Market – Technology Transfer Cycles



Entrepreneur Potential versus Risk



Stage Gate Process



- t_0 Patent priority filing
- t_{12} End of priority year: 12 months after t_0
- t_{30} End of nationalization period: 30 months after t_0
- xM x months, depending on the case
- t_{240} Expiration of patent protection: usually after 20 years (240 months)

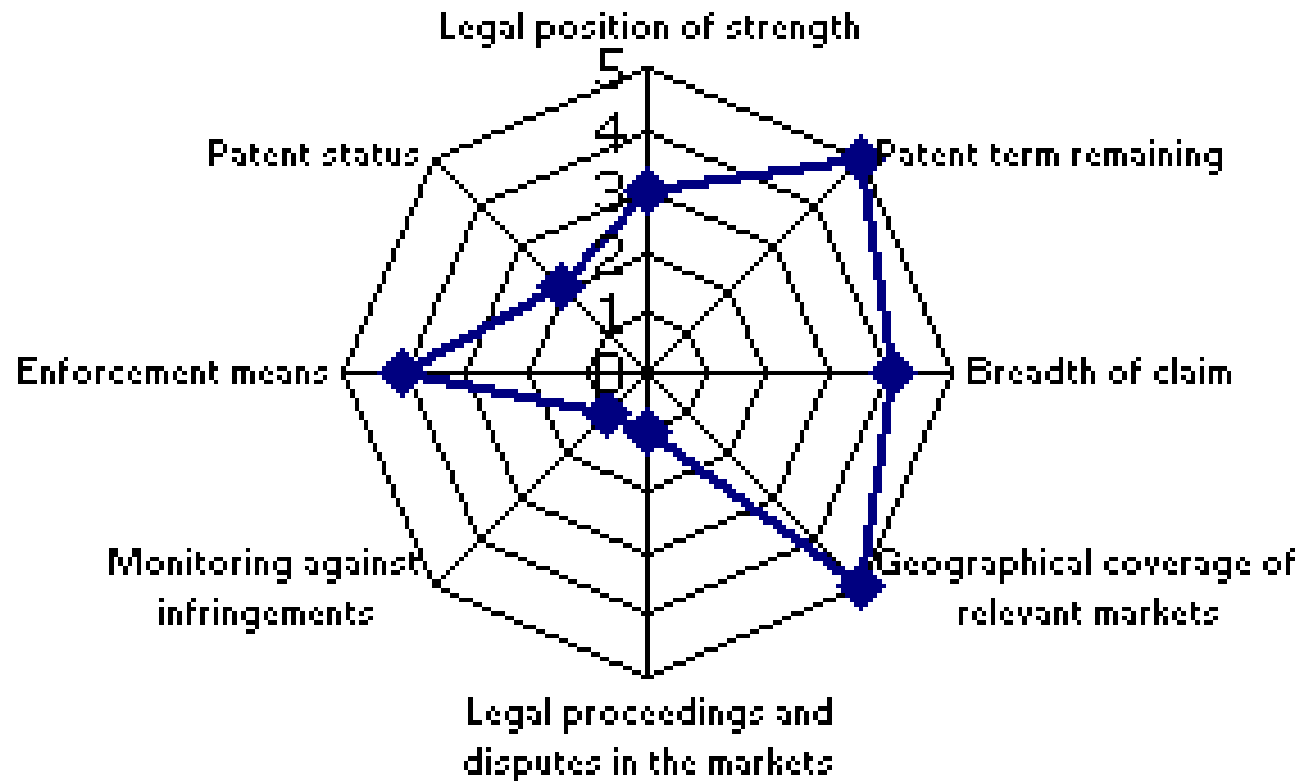
Selection Criteria – Risk vs. Potential

- Legal due diligence
- Technical due diligence
- Market analysis

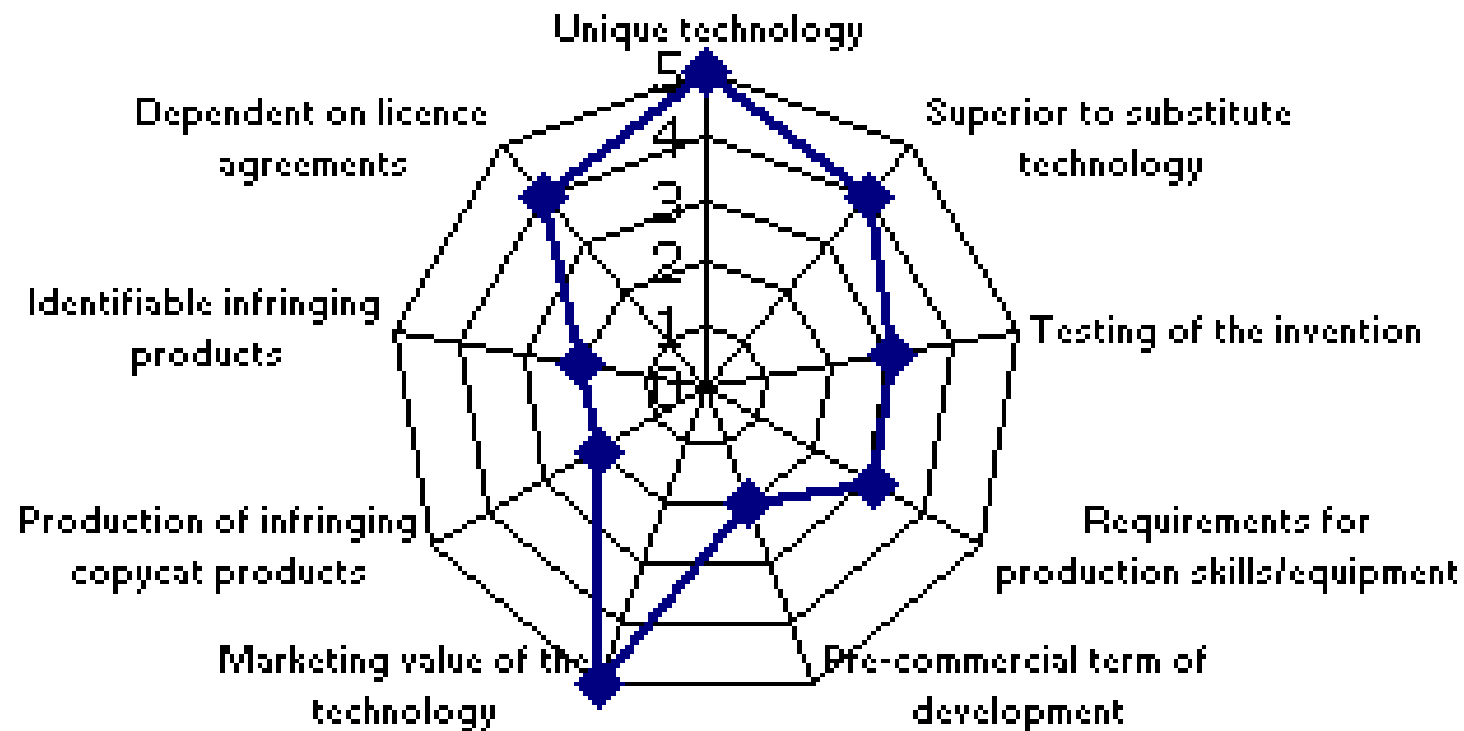
- Strategic aspects
- Finances

IP Score of EPO

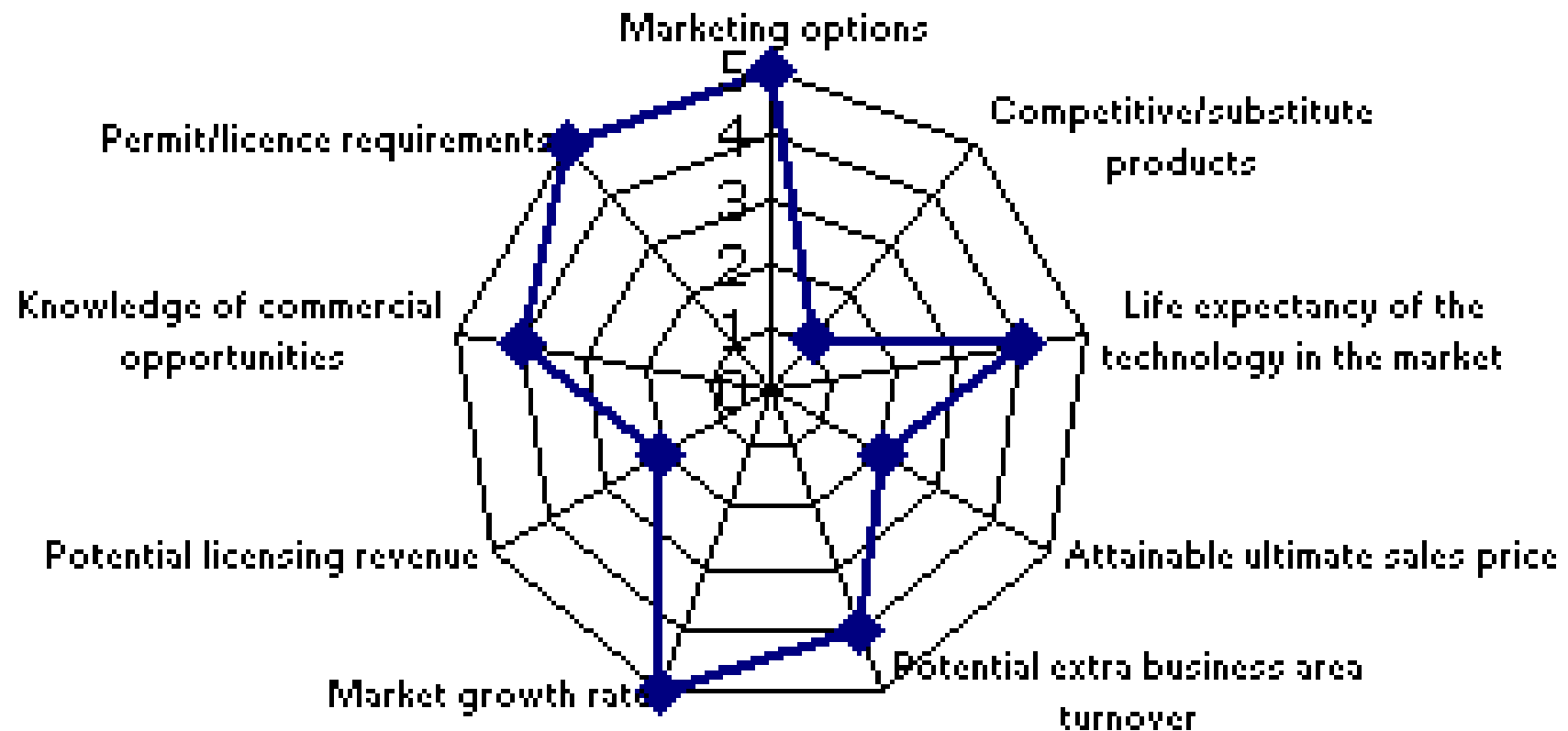
Legal status



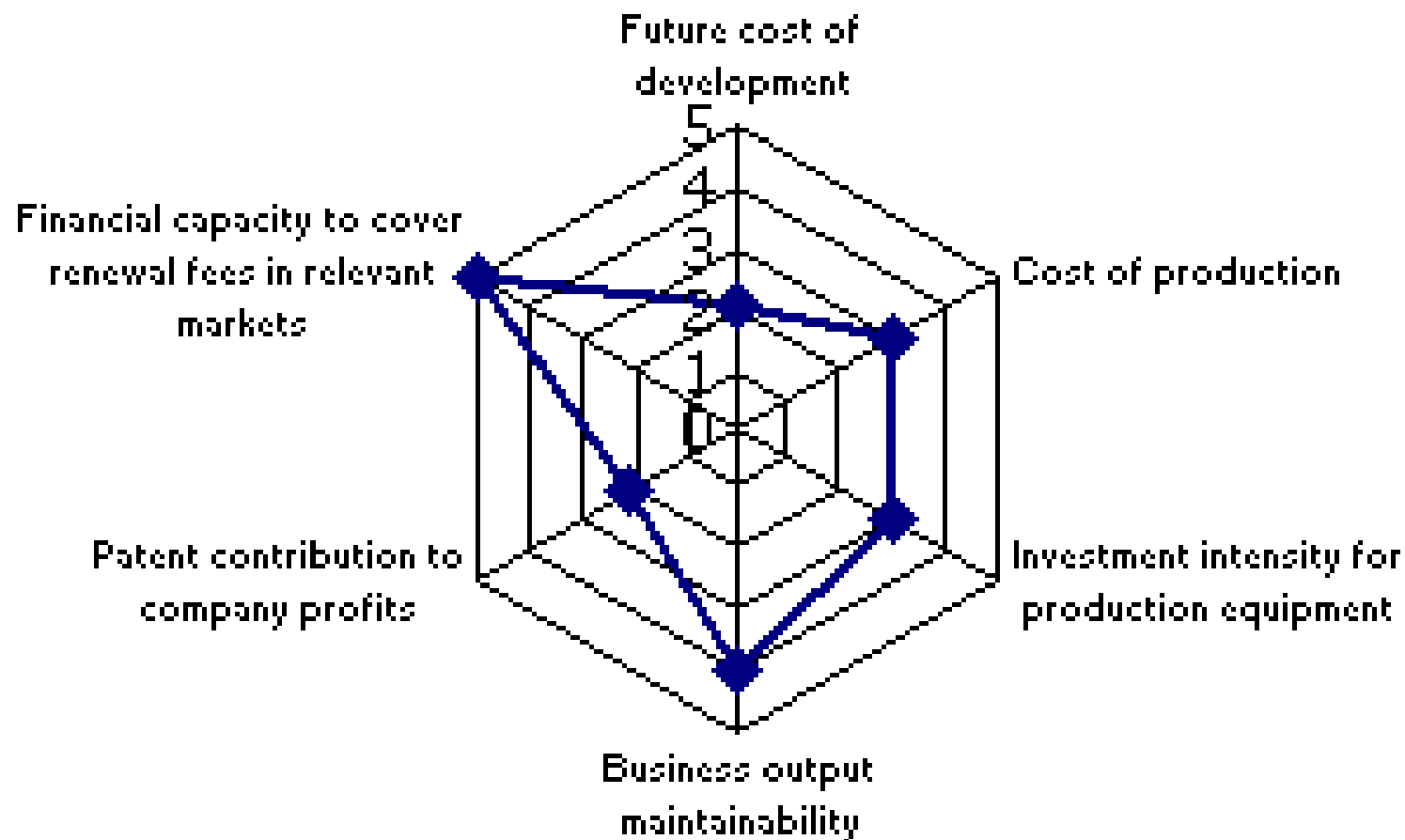
Technology



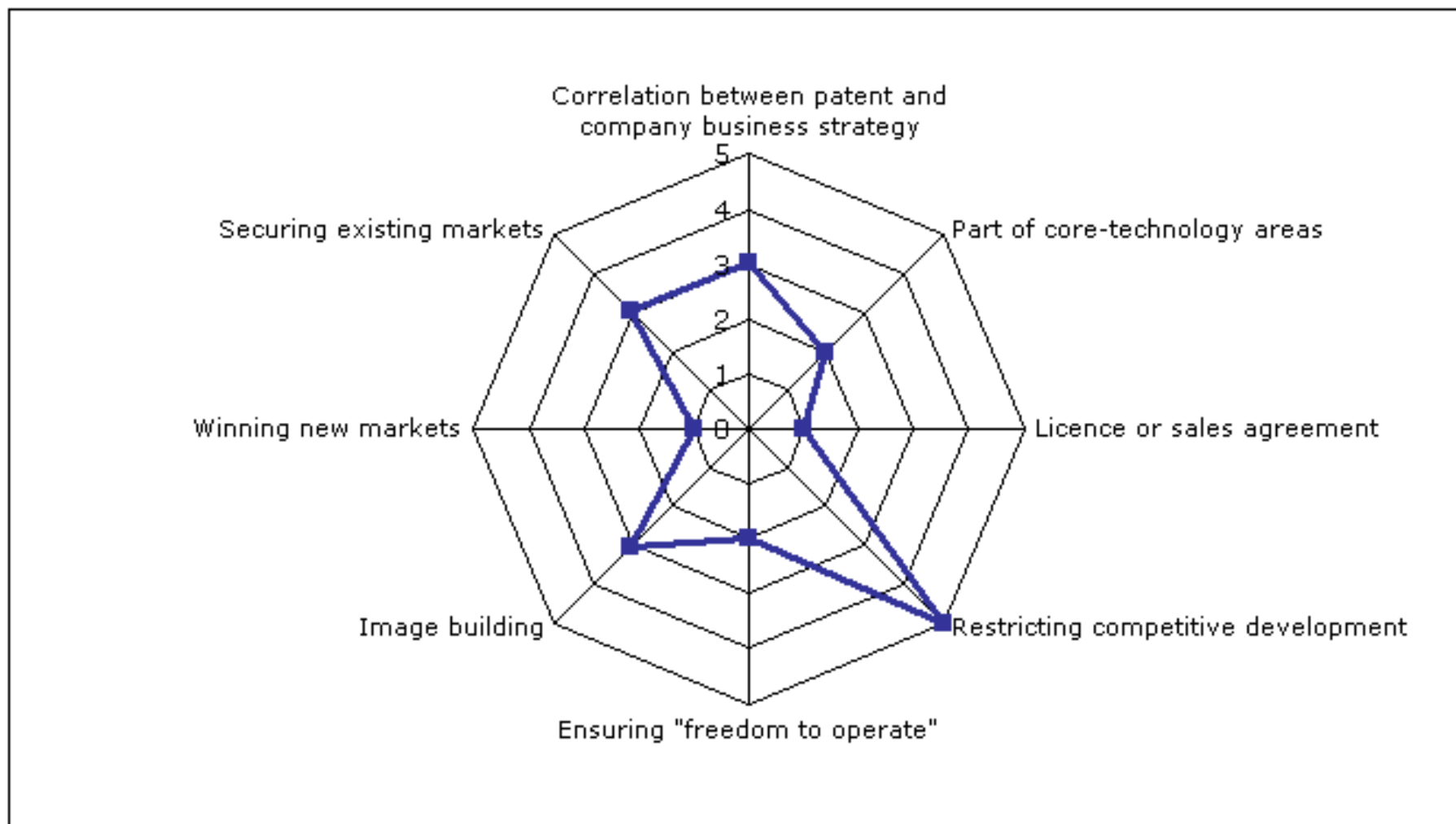
Market conditions



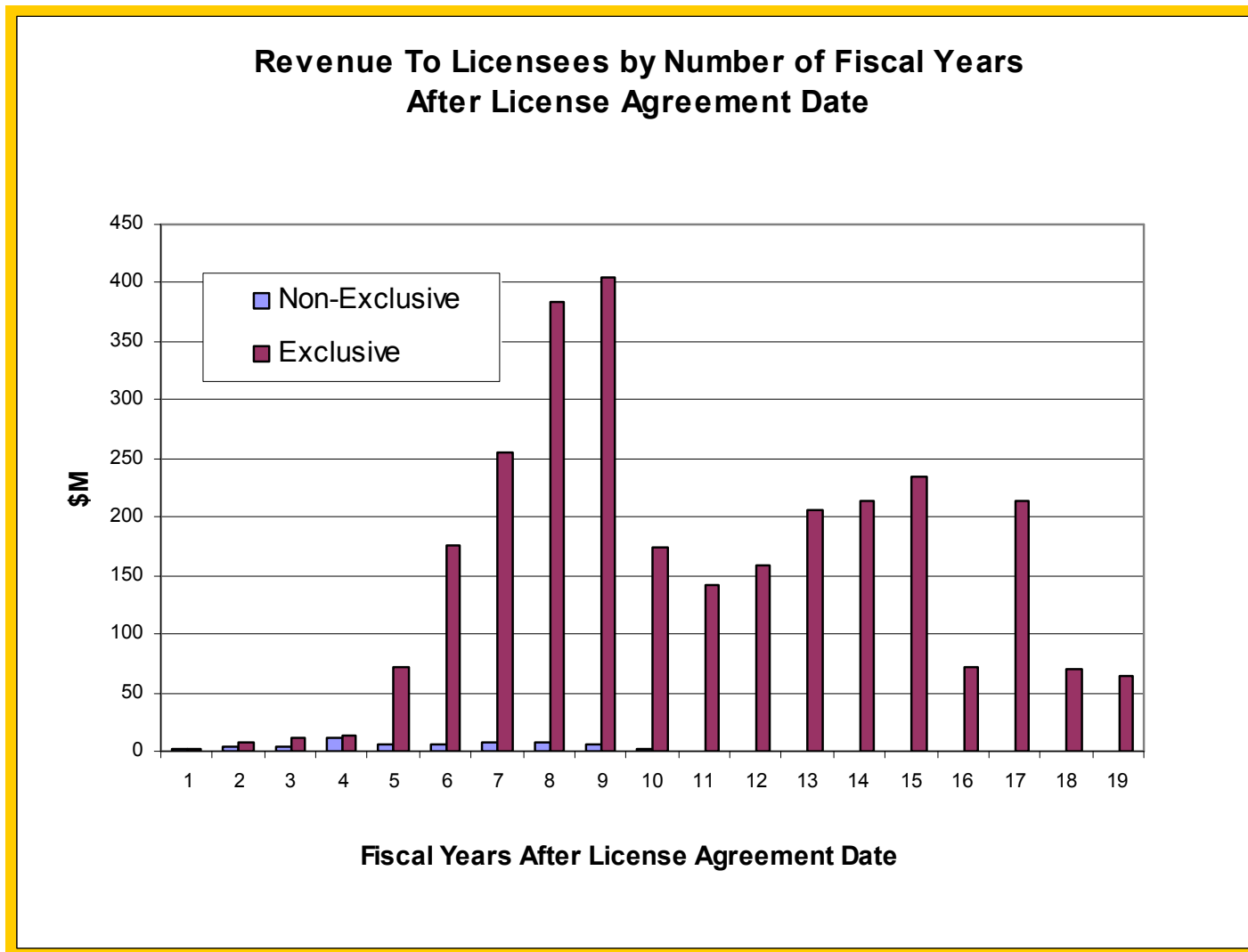
Finance



Patent strategic profile:

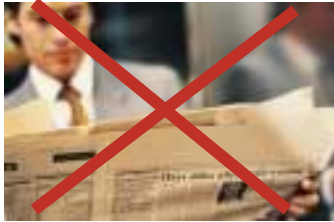


AUTM Survey



The Role of the Laboratory/Researcher in Innovation and IP Commercialization

What **not** to do when considering filing a patent application



- No **publication** prior to filing
e.g. no article, press release, conference presentation/poster/proceedings or blog entry



- No **sale** of products incorporating the invention prior to filing



- No **lecture or presentation** prior to filing except under a **non-disclosure agreement (NDA)**



- Seek **professional advice** soon!
- **File before others do!**

Lead Generation

56 % Inventors

19 % Broker (TTO,...)

10 % Requests from potential licencees

7 % Research sponsor

8% Rest

*Journal of the Association of University Technology
Managers, 1999 (1140 licenses surveyed)*

Marketing

Inventors

ROI (return-on-investment)
Considerations

Leads: Contacts from literature
retrieval, congresses,
collaborations,...

Consulting, Presentations
Prototyp presentation

Publications

Broker

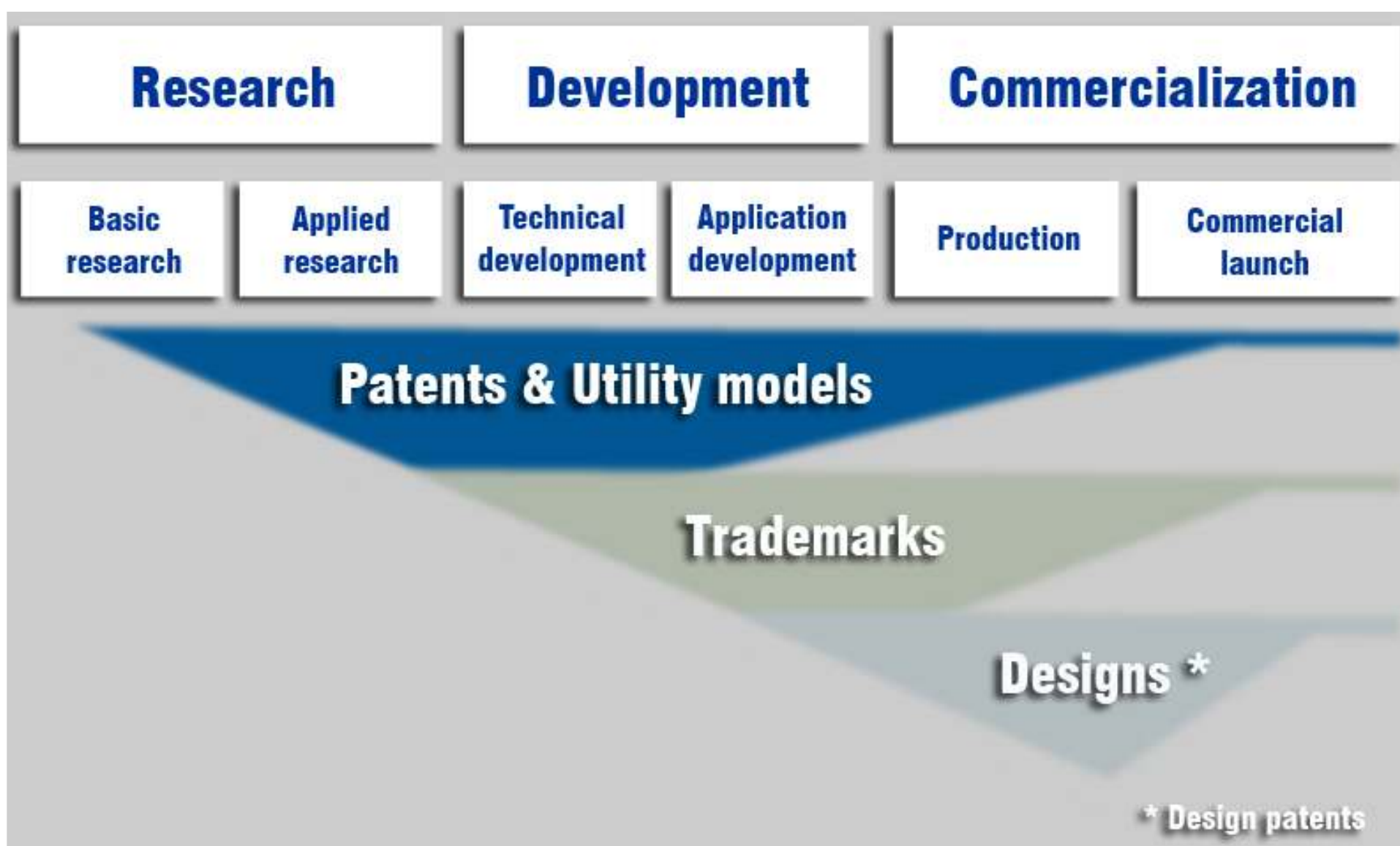
ROI Check/Presentation

Leads: database searches and
follow up

IPRs

Marketing: Push & Pull

IP Asset Development and Management in Universities and Research Institutions



Some IP found in a mobile phone

Trade marks:

- Made by "Nokia"
- Product "N95"
- Software "Symbian", "Java"

Patents:

- Data-processing methods
- Semiconductor circuits
- Chemical compounds...

Copyrights:

- Software code
- Instruction manual
- Ringtone...



© Nokia

Trade secrets: ?

Designs (some of them registered):

- Form of overall phone
- Arrangement of buttons in oval shape
- Three-dimensional wave form of buttons
- ...

Importance of intellectual property (IP)

- **Essential business asset** in the knowledge economy
 - Swedish steel-maker Sandvik: 20% of its value is from IP!
- Increases **funding for innovative projects**
 - Without IP many innovative projects would not be profitable because anyone who wanted could simply copy the results
- Protects **small innovative firms**
 - Dolby[®] Laboratories
 - W. L. Gore & Associates (Gore-Tex[®])
- Needed to release IP into the **public domain** under **controlled conditions**:
 - Linux (GPL): improvements must be free too!

Source: EPO, Teaching Kit, Core module 1, Protect your ideas

Q&A

Questions & Answers

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