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Transfer of technology in practice

Zofia Gródek-Szostak

18/04/2013r.

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Agenda

1. Types of R & D cooperation
2. Overview of design and technology database - Foreign and domestic
3. Search rules
4. Research Profiles / technology offers
5. Practical exercises

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Types of cooperation (I)

1. Subject of cooperation:

- design and development of new technological solutions
- joint research and development
- funds for the implementation of technology
- technology transfer - sale of licenses, signing a contract or commercial production, joint venture

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Types of cooperation (II)

2. Body cooperation

- type and size of institution
- trade

2. Size cooperate

- local
- international

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CORDIS database

CORDIS – website includes information on research and development within the European Research Area: <http://cordis.europa.eu>

Available modules:

- Partners
- Research Results
- Technologies
- Experts
- Scholarships
- Competitions
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- Programs
- Conferences

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CORDIS PARTNERS



CORDIS-PARTNERS – search partners for an international research and technological cooperation

URL: <http://cordis.europa.eu/partners-service>

The service enables:

- publication of tenders seeking partners for your own project
- publication offers to join the project consortium
- search listings posted cooperation

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CORDIS SEARCH

Tool for finding the following information:

Cordis Projects

- *Cordis Funding*
- *Cordis Exploitable Results*

Available search methods:

Simple Search

- *Advanced Search*
- *Professional Search*
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CORDIS - EXPERTS



Database of experts (both individual and reported by institutions) in fields related to competitions 7th PR evaluating proposals submitted for funding projects. Competition continued open to: 31.07.2013
Register by Expert Management Module (EMM) at:

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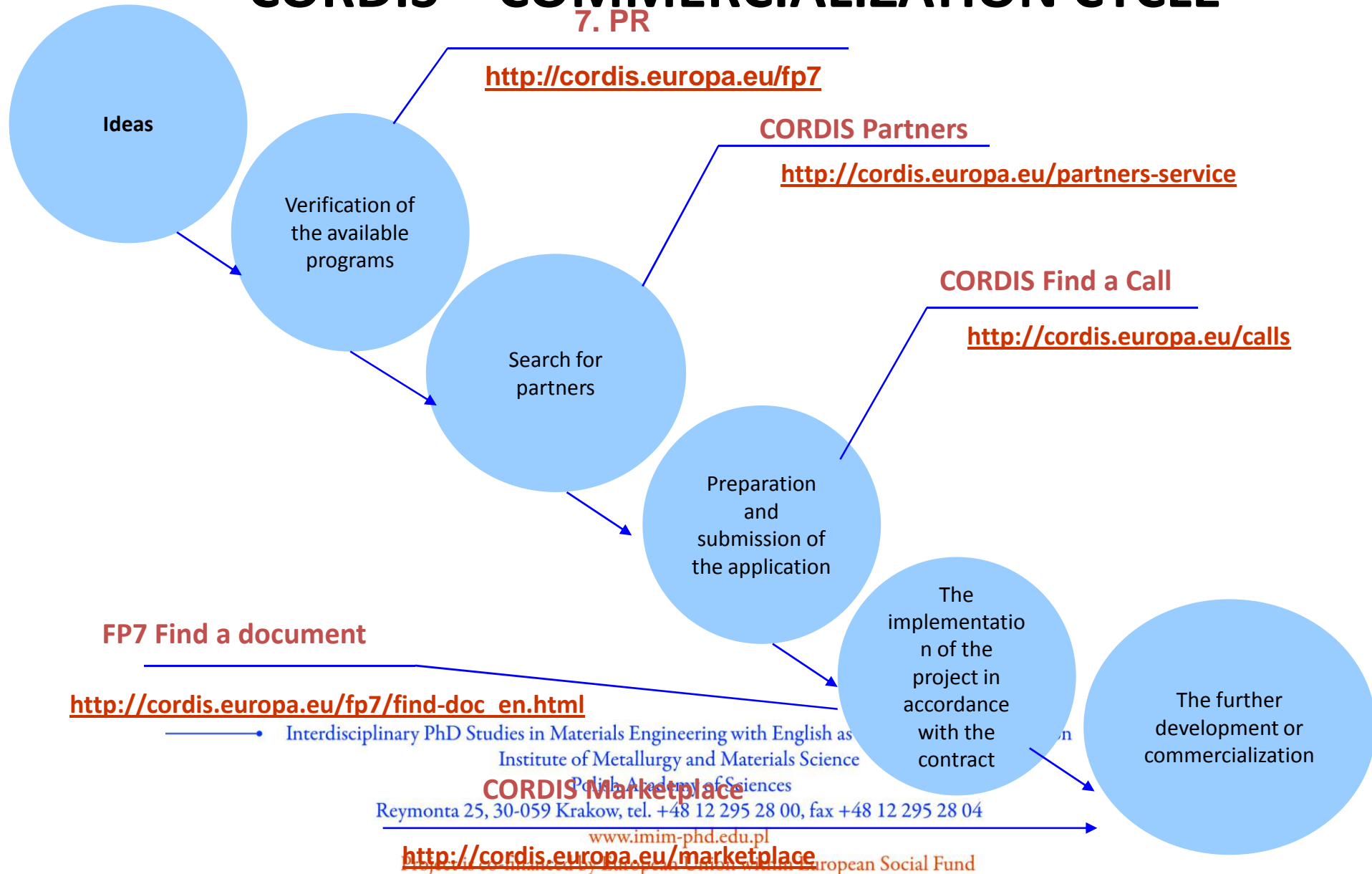
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CORDIS – COMMERCIALIZATION CYCLE

7. PR





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What is a Technology Offer?

- Technology Offer is part of the market process, in which the technology is bought and/or sold.
- Technology Offer is the essential element of the innovative processes and the technology transfer process.

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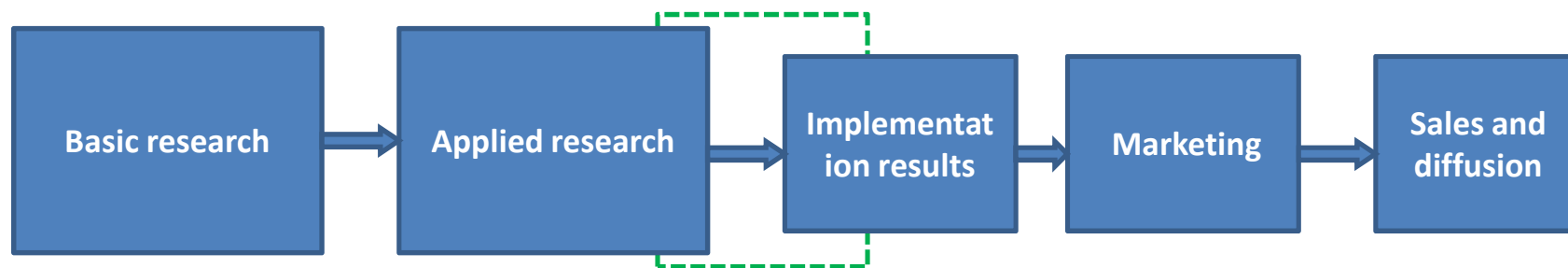
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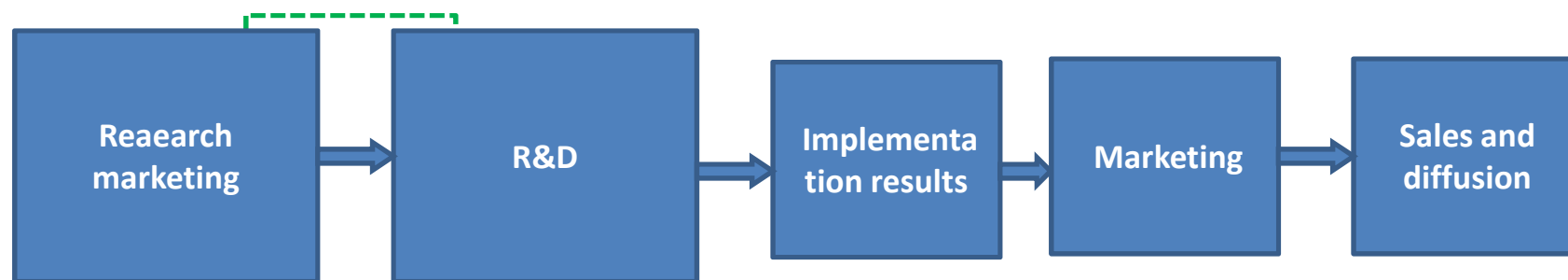


Technology Offer as part of the innovation process

MODEL OF INNOVATION „PUSHED" BY SCIENCE



MODEL OF INNOVATION „PULLED" THE MARKET



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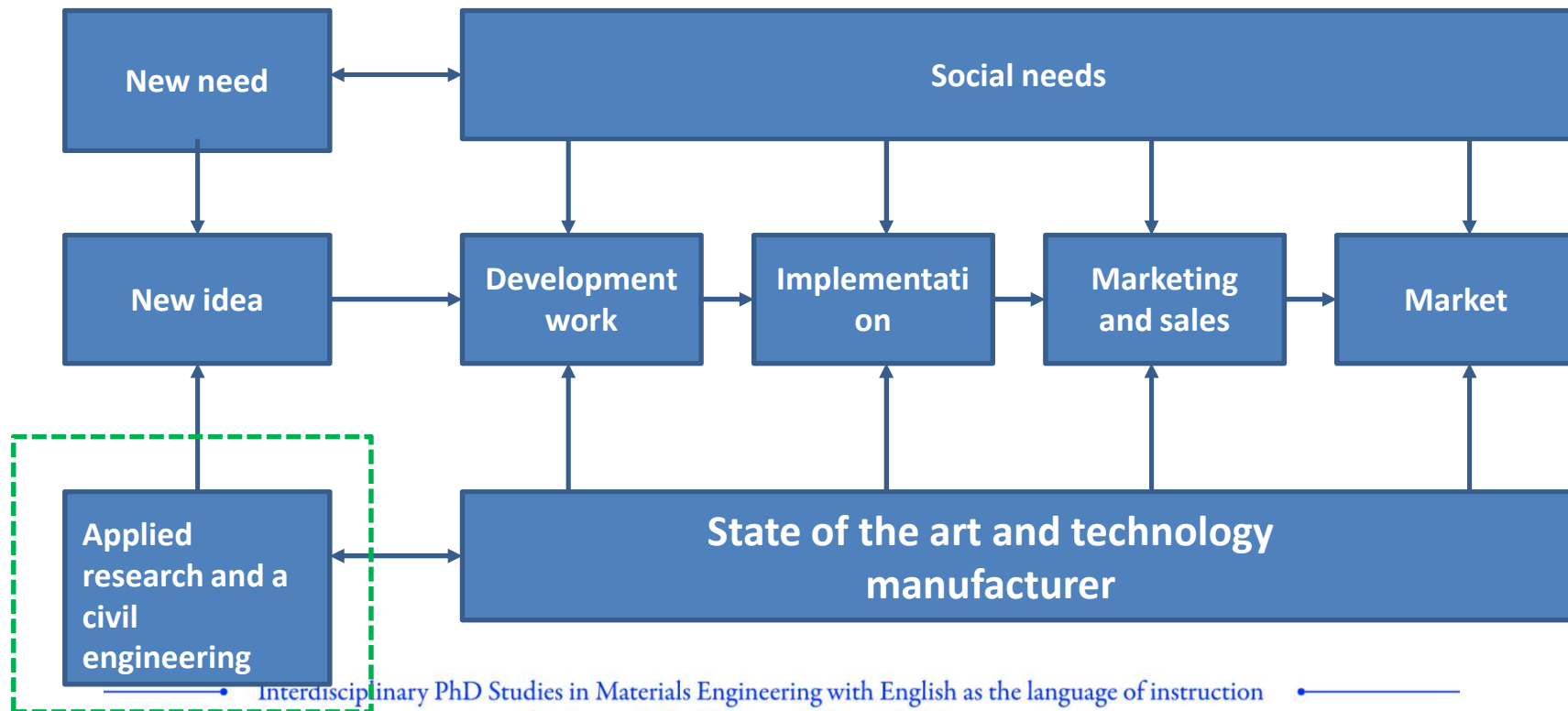
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Technology Offer as part of the innovation process

MODEL COUPLED



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Innovation as part of the Technology Offers

- Innovation only in exceptional cases depends solely on the technological know-how
- Innovation is interactive and multidisciplinary
- Innovation is located
- Innovation is the process of integration
- Innovation is the process of learning
- Innovation is a phenomenon of the social dimensions
- Innovation is a process of creative destruction
- Innovation in cultural roots in the historical process
- Innovation is expensive and risky

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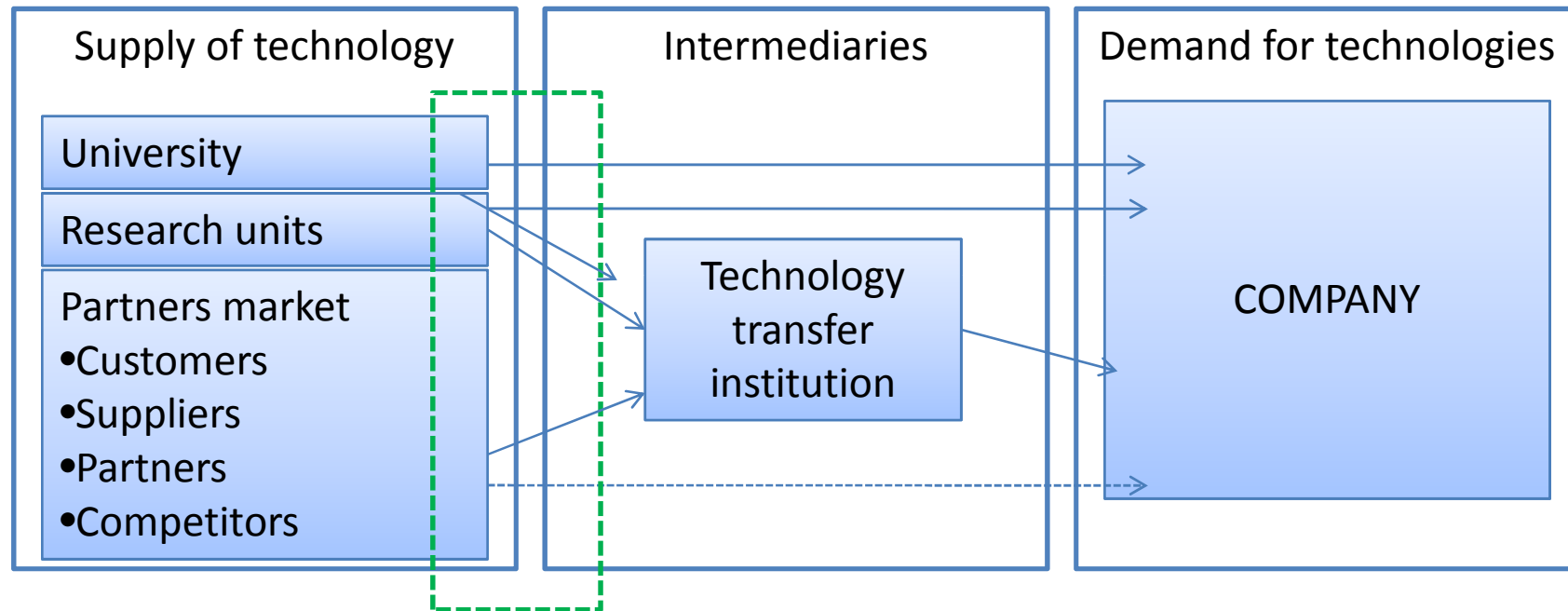
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Technology Offer as part of the technology transfer process



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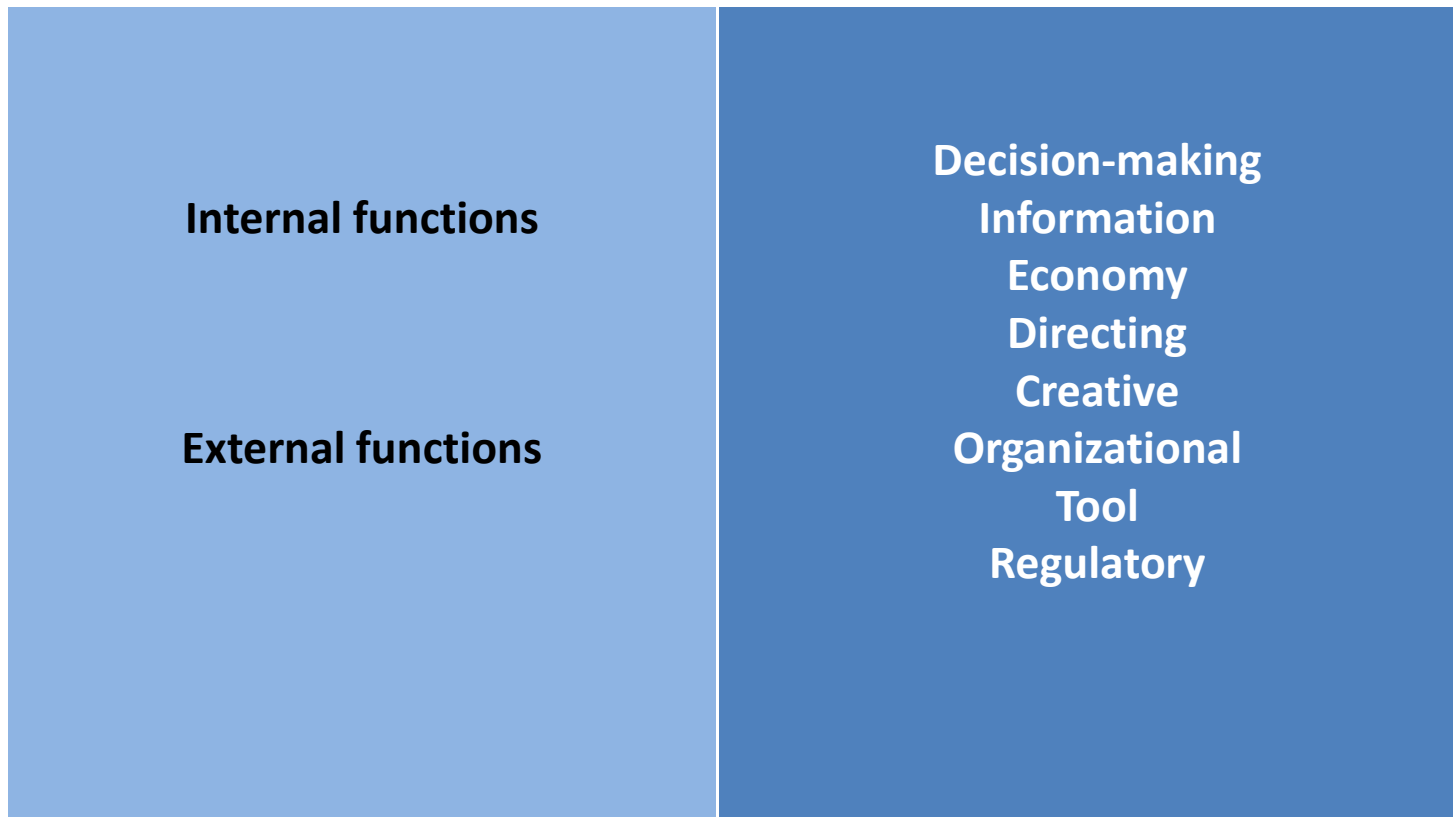
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The objectives of the technological development



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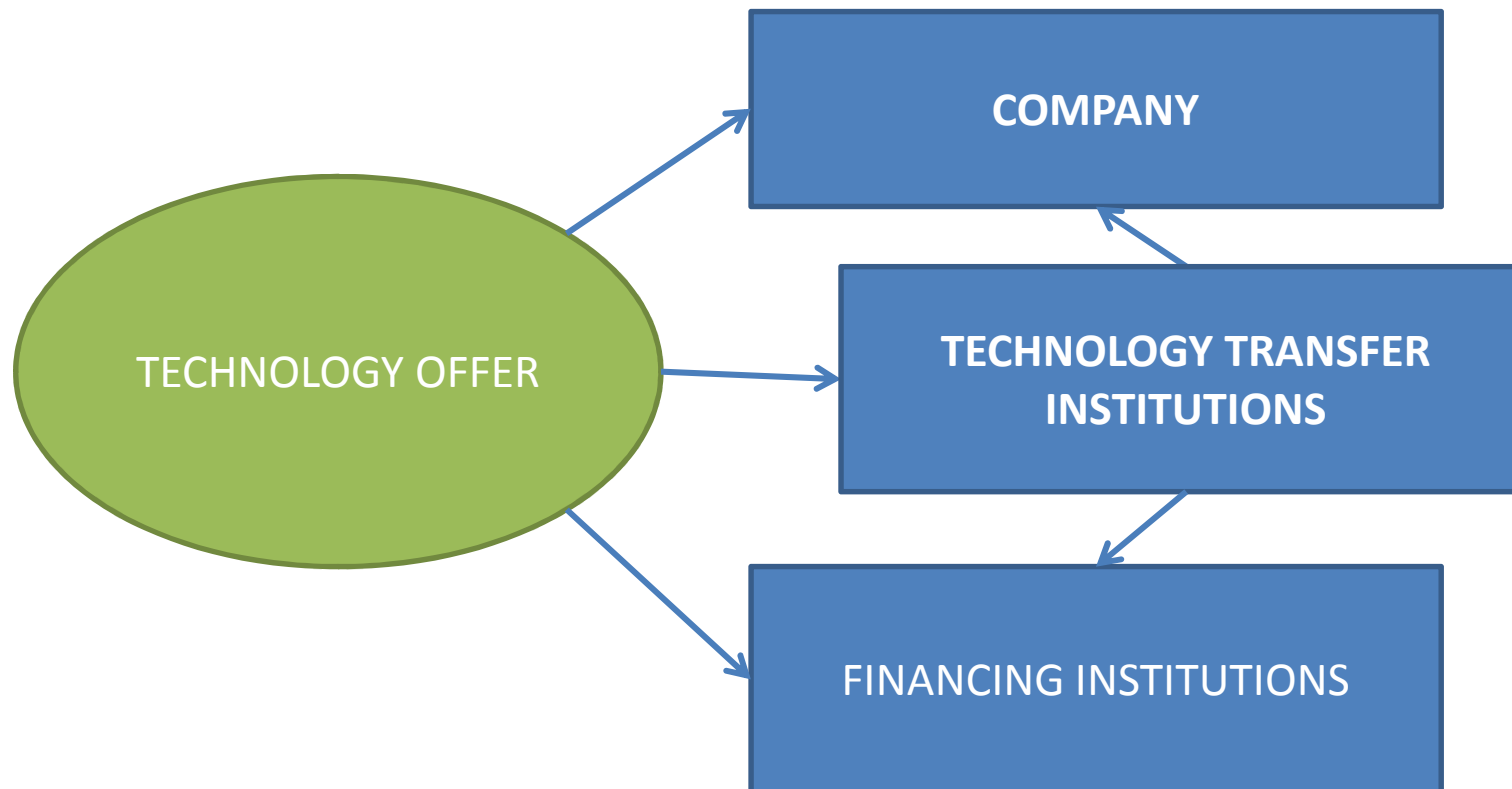
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Presentation of the technological offer



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Technology transfer institutions

- Technology transfer centers
- technology incubators
- Academic incubators
- Technology parks (including science and technology, and industrial-technological)
- National and international support networks (KSI, EEN)

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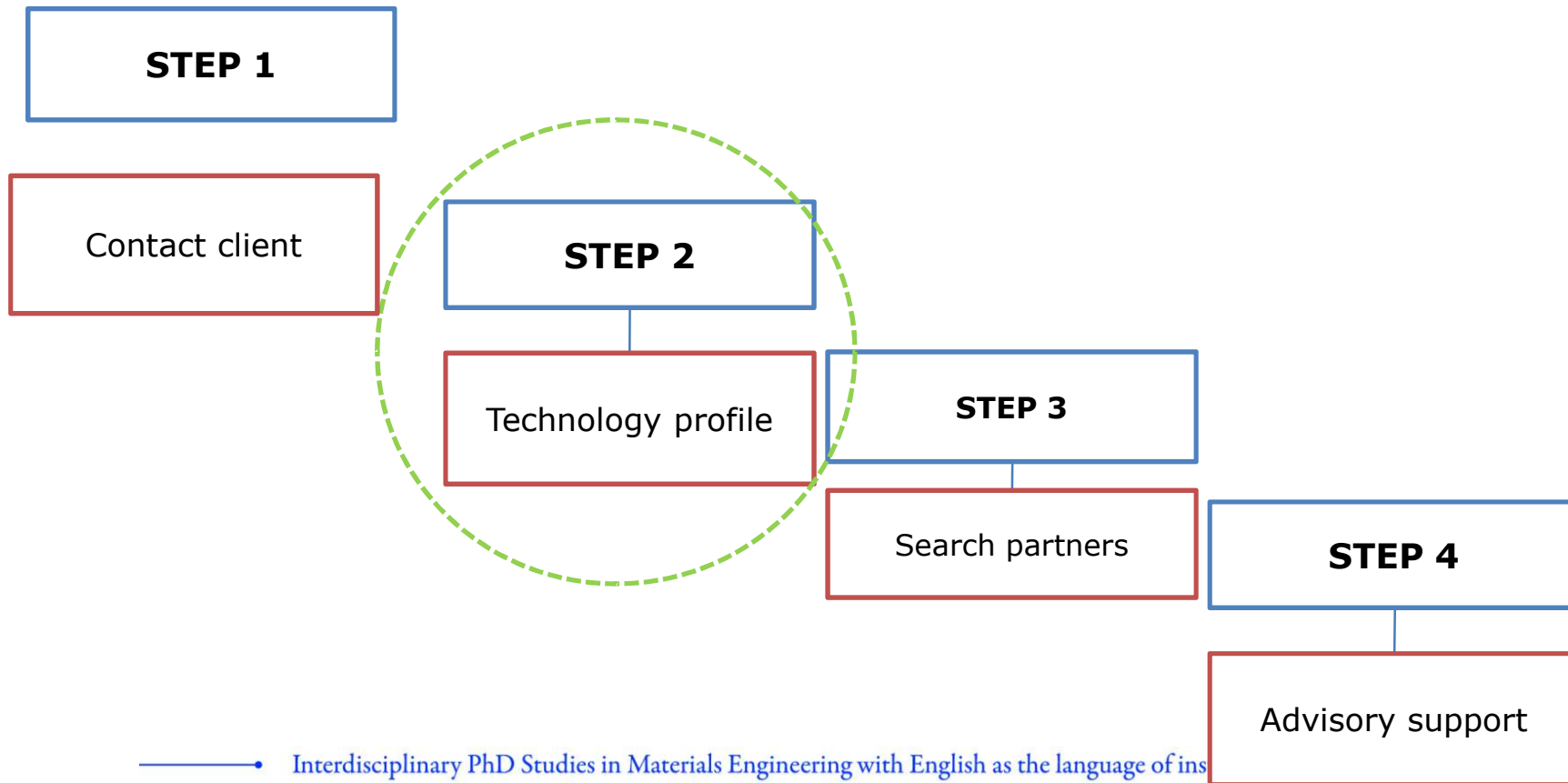
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Functional diagram of intermediaries





The most common mistakes in technological

- lack of clarity of the offer - the structure can be confusing offers for external reader;
- excessive breadth of the document;
- excessive fragmentation;
- internal contradictions;
- missing or imperfect representation of the concept of co-operation;
- lack of differentiation between "wishful thinking" and reality;
- focusing on descriptions of action and no benefits;
- No / minimize financial information;

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Proposed model structure

1. Title
2. Summary
3. Technology Overview
4. Financial aspects
5. Potential benefits
6. Market / target markets
7. Phase of development
8. Protection Status
9. Type of cooperation

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Title and Summary

- The title should be bright and clear for a person who is not an expert in your field.
- Summary - short and clear summary of key information. This should include answers to the following questions:
 - Business profile of technological solution owner
 - What is offered?
 - What can be used?
 - What are the main benefits?
 - What kind of cooperation is sought?



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Technology Overview

- General information / introduction to the technology offered;
- Identify the need / problem to solve;
- Clearly state the proposed innovation (Specify the type of the proposed innovation - product, process, organization);
- To provide some quantifiable data (performance, materiel, or energy intensity, etc.);
- Inform about results of works;
- Avoid highly technical language, use language understandable to the layman;
- If possible, provide some diagrams, photos or drawing.

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Financial aspects

- If possible, determine the necessary capital expenditures;
- Show measurable financial benefits: reduce operating costs, increase production capacity, aspects;
- Identify possible sources of funding (programs available instruments to support partners);

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The potential benefits

- Repeat the fundamental problems that solves technology;
- Emphasize the importance of these issues for the enterprise;
- Describe the extent to which they are addressed;
- If any, mention the indirect benefits, added value (eg, environmental, applicable standards, etc.)
- Use language of benefits!

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Target markets

- Market research, sectors in which technology can be used;
- Identify potential users, customers;
- If it possible to identify other potential markets / applications;
- If possible, provide information on the size and value of the market, the planned development, etc.

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Phase of development and conservation status

Conception
Phase of development
Construction of a prototype
Commercialization

Determine the stage of development of the technology;

Explain any major issues (eg approximate "time to market", stages of development)

- Determine who is the owner of rights;
- Form of protection (current or planned);

The patent application
Patent
Utility model
Copyright Reserved
The exclusive rights
Know-how

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Collaboration type of R & D

Clearly state the preferred model of cooperation, and technology transfer subject;

Eliminate unwanted models of cooperation (eg joint venture, the sale of a patent, etc.)

Specify the type of partner sought, the nature of their activities, roles and tasks of a potential partner

License Agreement	Further research, product development
Funding	The joint venture agreement
Technical cooperation	Commercial Agreement with Technical Assistance
The exchange of information, know-how	Manufacturing Agreement



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Working in groups

1. Preparation of technology offers
2. Presentations technology offers

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Best wishes of successful commercialization

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