



## Foresight and Training Activity

IPR and innovation management  
techniques for effective technology  
and knowledge transfer

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## Contents

- IPR - an expert field
- Enterprise Europe Network
  - TTT Transnational technology transfer
  - BBS – database
  - Brokerage events
- Technology audit – getting started
- Innovation management
  - Innovation management self-assessment
  - Innovation management support and audit
  - Technology road-mapping
- Innovation benchmarking of regions

## IPR - Intellectual property rights

- Patents (inventions)
- Trademarks, industrial design rights (logos, brands, designs)
- Copyrights, ...

## Why IPR, especially patents

- Protection of inventions up to 20 years
- Reaping monopoly profits for a legal monopoly
- Other reasons
  - Market foreclosure
  - Misguidance of competitors

**Good Practices for IPR at regional level**

## PROvendis – Profile

- Established in October 2001
- Legal Form:  
GmbH (equivalent to Ltd.)
- Shareholders:  
24 universities and  
polytechnics
- Location:  
Mülheim an der Ruhr

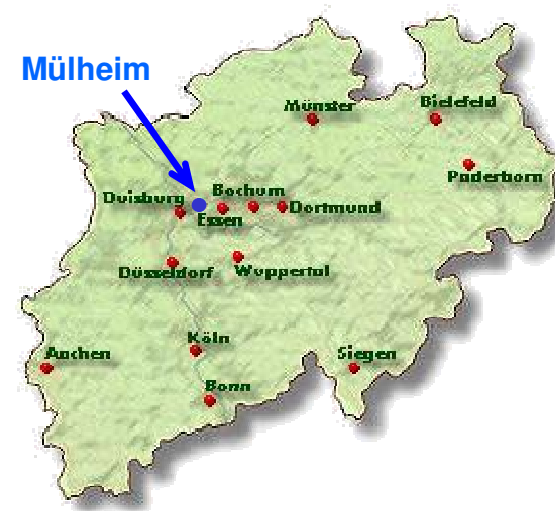


View from PROvendis office over Mülheim  
Email: [info@provendis.info](mailto:info@provendis.info)  
Internet: [www.provendis.info](http://www.provendis.info)

## Good Practices for IPR at regional level

### Key facts

- PROvendis is a ZENIT spin-off
- PROvendis is the patent marketing agency of the universities in North Rhine-Westphalia, Germany
- It is responsible for 20.000 scientists from 24 universities and polytechnics
- PROvendis is one of the largest patent marketing agencies for universities in Europe



## **Benefits**

### Proven & Checked

All technologies offered are professionally evaluated and checked by PROvendis

### Exclusivity & security

All technologies offered are legally protected and can be licensed exclusively through PROvendis

### Easy, fast, customer-oriented

A professional partner with technical background and solid industrial experience



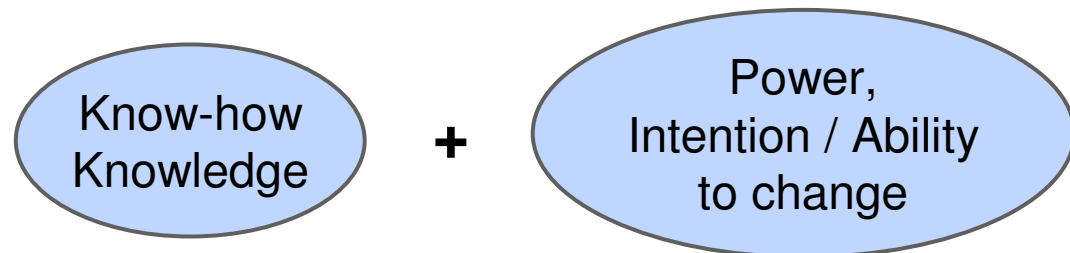
## Innovation

- Is a new way of doing something
- Is the first commercial application of a new solution to a problem
- Is not only an invention

## Innovation includes

- (Market) introduction
- Standing the (market) test (diffusion/dissemination)
- An invention in the form of a new product or process

Innovation requires



## Innovations need

- Management - innovation management
- Vision and strategy
- Information on market and technology trends and developments
- A technology road-map
- A research and development plan
- Research and generation of secret know-how
- Technology and know-how transfer
- Successful product development
- Successful market placement

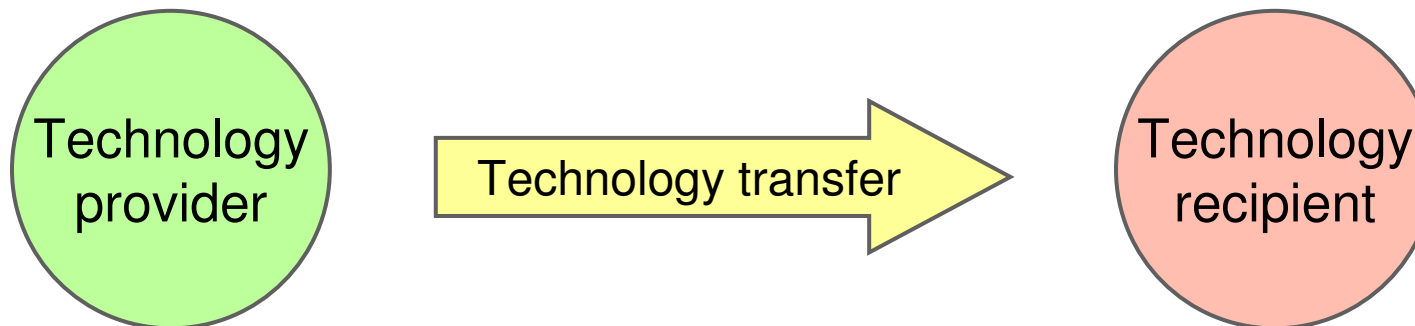
## Technology transfer scenarios

### Direct information flow

- Step 1

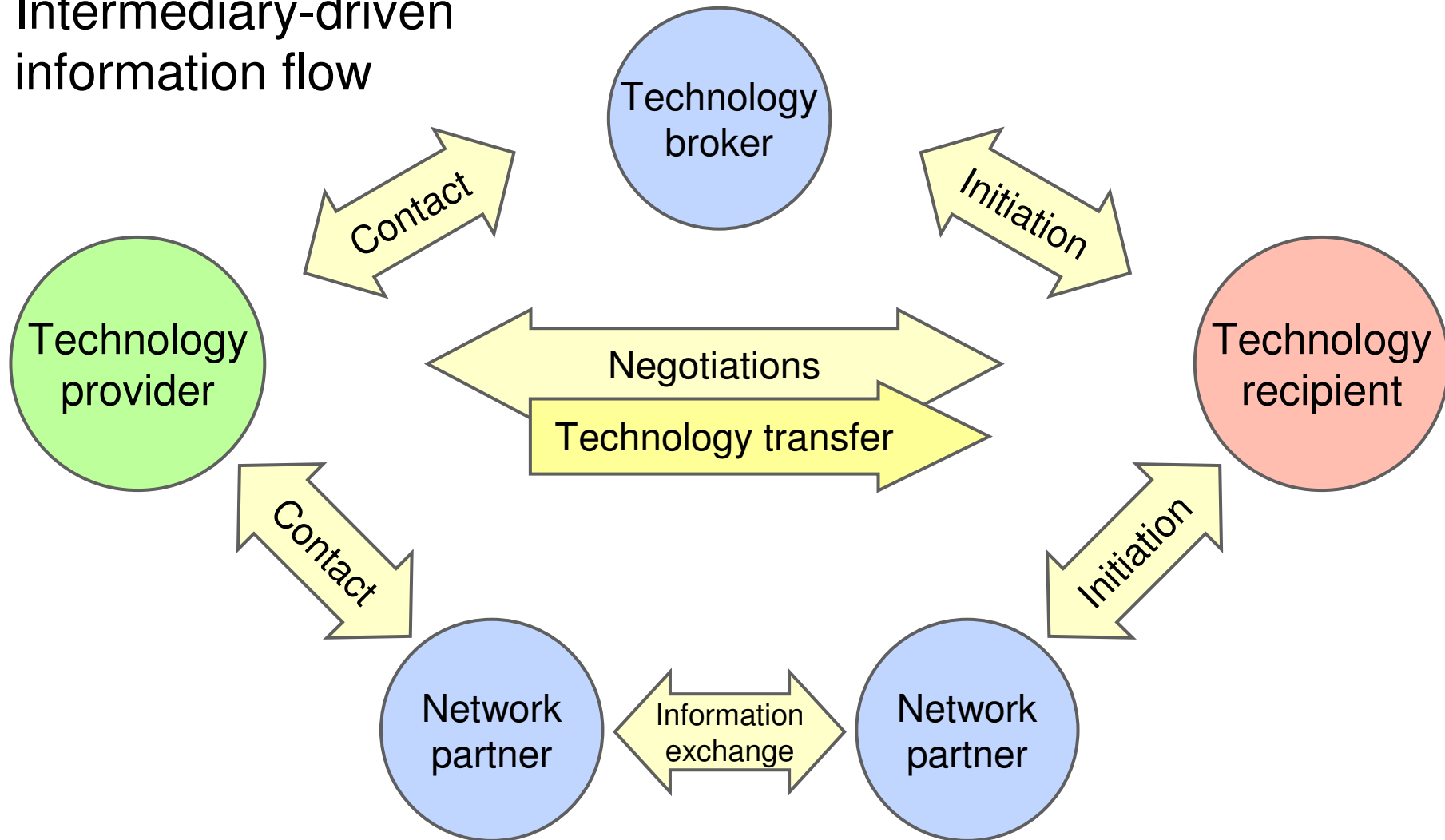


- Step 2



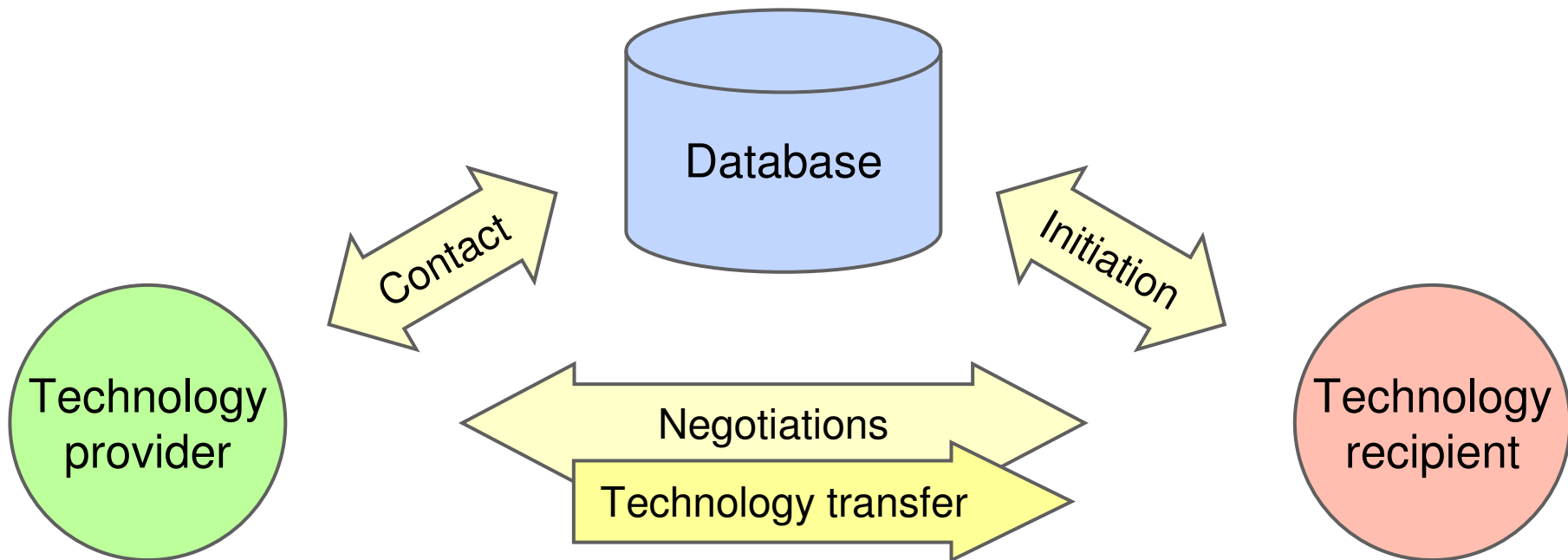
**Technology transfer scenarios**

Intermediary-driven  
information flow

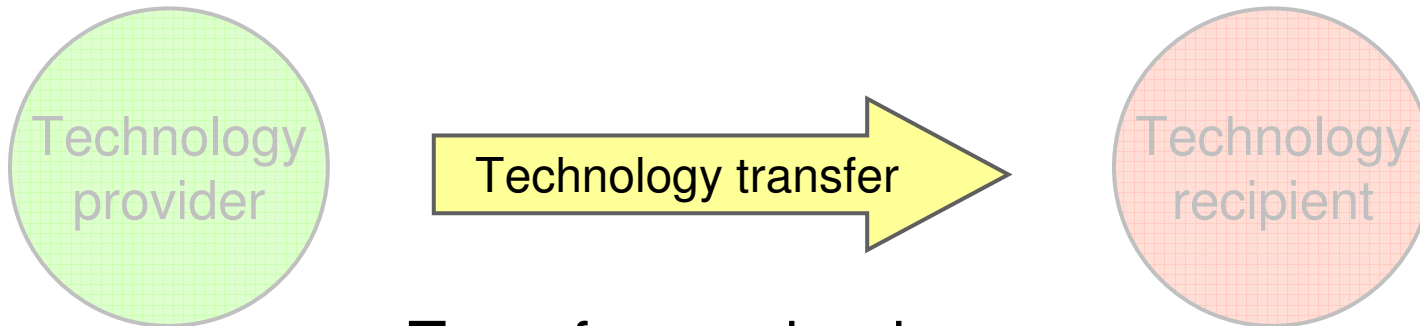


**Technology transfer scenarios**

Virtual information flow



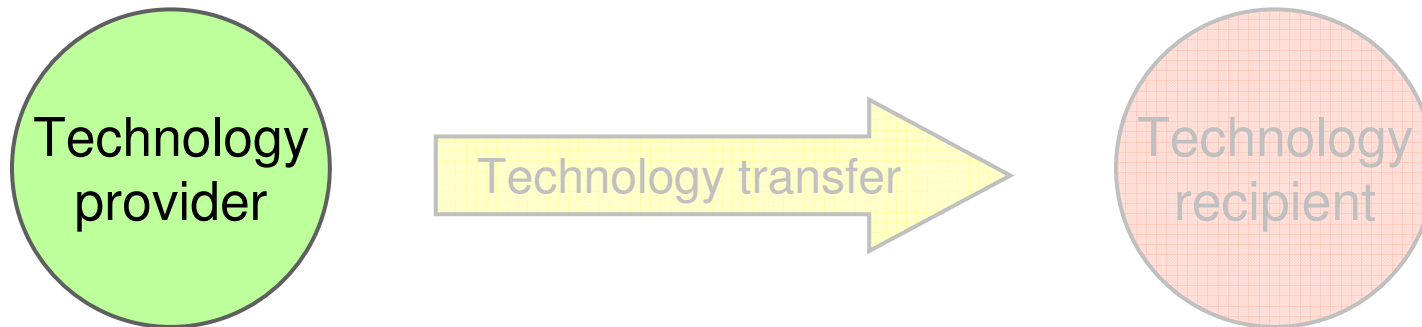
## Technology transfer scenarios



### Transfer mechanism

- Licences
- Blueprints, secret know-how
- Embedded technologies
- Components, hardware
- Collaborative research
- People
- Qualification and training
- Information
- Consulting

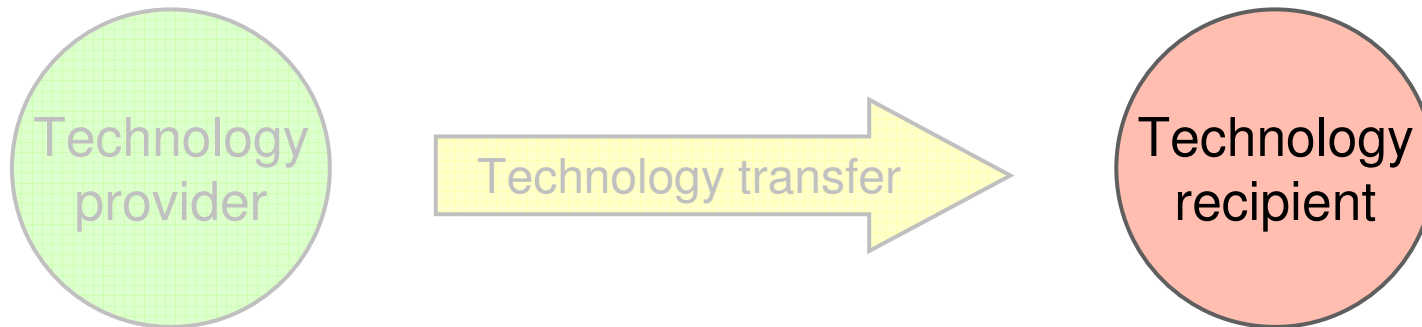
## Technology transfer scenarios



### Technology providers

- Universities, academies, universities of applied science
- Public research centres and institutes
- Private research centres (research institutes of multinationals)
- Companies
  - Small and medium-sized enterprises (SMEs)
  - Multinationals
- Inventors

## Technology transfer scenarios



### Technology recipients

- Companies
  - SMEs
  - Multinationals
- Public bodies

## Technology transfer scenarios

Technology  
broker

### Technology broker

- Transfer offices of
  - Research organisations
  - Multinationals
  - Industrial associations
  - Incubators etc.
- Chambers
  - of Crafts
  - of Commerce
- Consultants

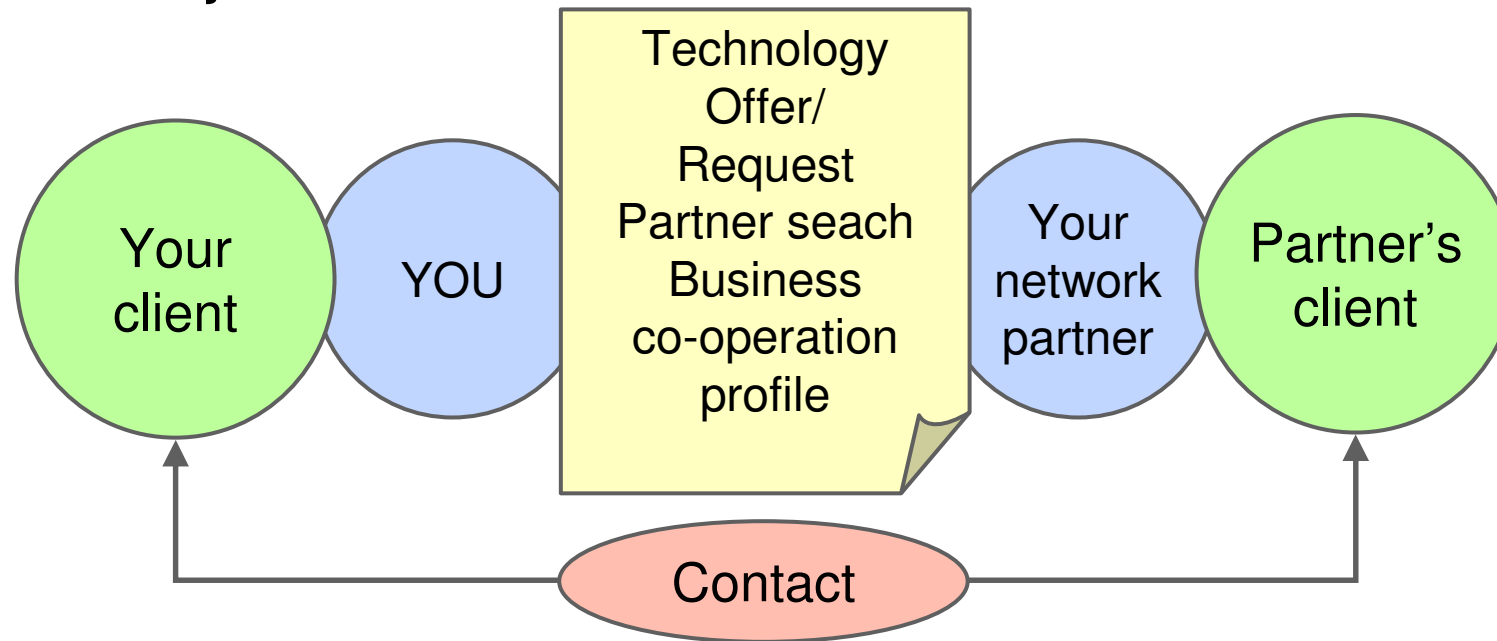
Network  
partner

### Networks

- Transnational
  - Enterprise Europe Network
  - ESA TTN
  - EUREKA
- National
  - *TechnologieAllianz*
- Regional
  - *InnovationsAllianz NRW*

**Transnational technology transfer**

Our objective



Core target groups

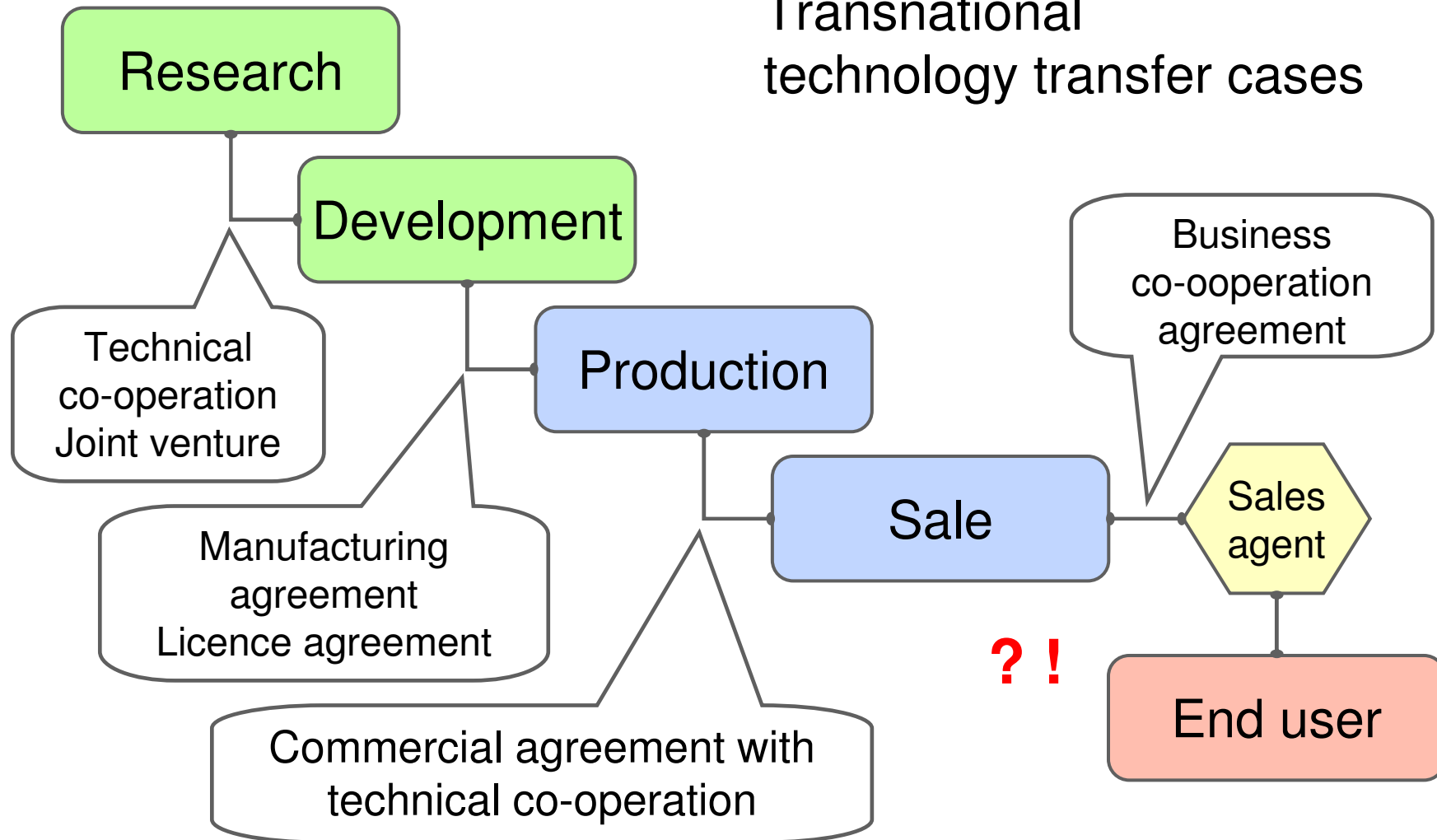
- Innovative companies
  - SMEs
  - Multinationals
- Research groups
  - Universities
  - Public research institutes
  - Industrial research institutes

Related target groups

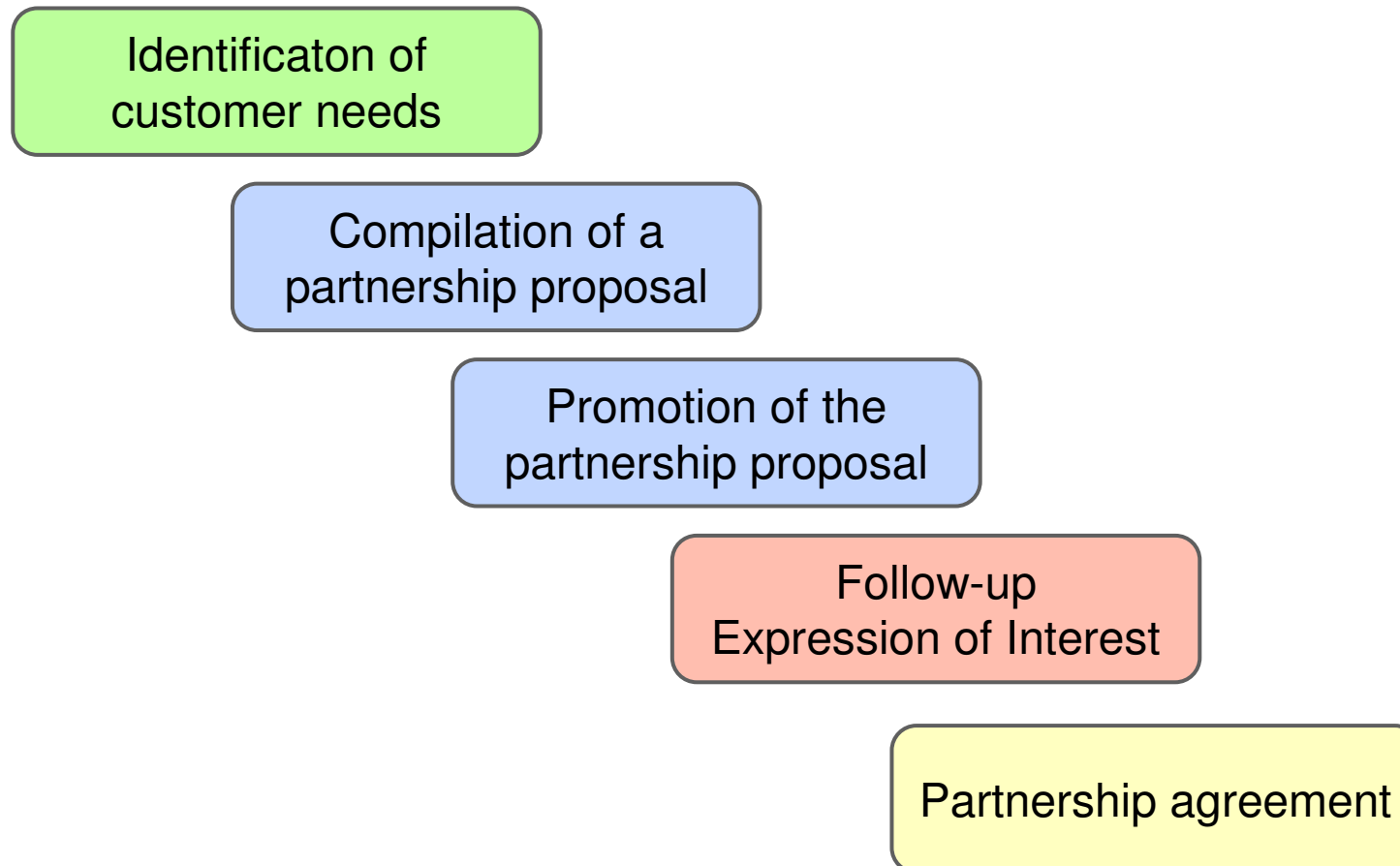
- Intermediate organisations
- Clusters
- Competence centres
- Innovation consultants

**Transnational technology transfer**

Transnational  
technology transfer cases



## Transnational technology transfer cycle



## Identification of customer needs

- Contact
- Company visit or better technology audit
  - Technology/ know-how needs Technology Request (TR)
  - Technology/ product offers Technology Offer (TO)
  - Co-operative research project
    - existing or defined FP7 project Partner Search (TR)
    - regional/ national project Technology Request
  - Business opportunities Business co-operation
  - Distribution opportunities profile
- Agree on the partnership proposal
- Agree on the client commitment

## Promotion of the partnership proposal

- Databases
  - BBS (Bulletin Board System) and related tools
  - BDC (Business Co-operation Database)
- Brokerage Events
  - BEMT (Brokerage Event Management Tool)
- Company missions
  - Organised mission with network partners
  - Participation in a joint stand at a trade fair
- Direct mailings and promotion
  - Address network partners directly
  - Address members of Sector Groups by email
  - Address the Sector Group by First Class

## Matching tools - 1

- BBS (Bulletin Board System)
  - Database with app. 4500 technology offers and requests
  - Partnership knowledge base of the network
  - Offers options to promote profiles directly
    - complex and useful search
    - options to compile personal PDF of a profile
    - feature to submit directly an email with the profile
    - feature to submit EOIs
    - automatic generation of statistics
- BBS downloads to promote profiles with own tools
  - As a Microsoft ACCESS database
  - As a XML file
- AMT – Automatic Matching Tool
- STAKEHOLDERtool

## Matching tools - 2

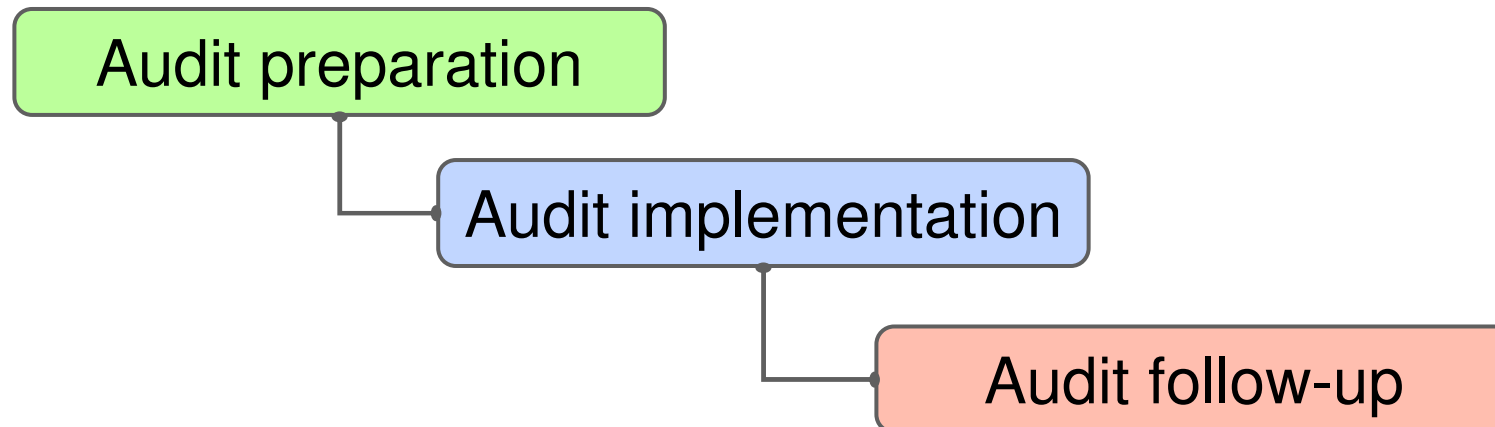
- BBS (Bulletin Board System)
- BBS downloads to promote profiles with own tools
- AMT – Automatic Matching Tool
  - Email service to submit latest BBS profiles automatically to clients
  - Comfortable configuration menu
    - technology keywords are selection criteria for submission
    - daily, weekly, monthly submission
    - short versions, long versions
    - history of submitted profiles per customer available
  - Direct links for submission of EOIs
  - Automatic generation of statistics
- STAKEHOLDERtool

## Matching tools - 3

- BBS (Bulletin Board System)
- BBS downloads to promote profiles with own tools
- AMT – Automatic matching tool
- STAKEHOLDERtool ([www.technology-market.eu](http://www.technology-market.eu))
  - External tool to promote BBS profiles via stakeholder websites
  - 3 administration levels
    - EEN partners manage their stakeholders
    - stakeholders manage their websites
  - Menu-based configuration of the output (e.g. [www.hybuy.eu](http://www.hybuy.eu))
    - Pre-selection of BBS profiles via keywords and search stings
    - Offers preselected BBS profiles and search options on the website
    - Submission of EOI integrated

## Technology Audit

Check of the company's capability for innovation in terms of organisation, use of technology, context and strategy and recommendation of services that can produce measurable results



## Innovation management support

- Innovation management self-assessment
- Innovation management support project
  - Innovations
  - Markets and products
  - Technology roadmap
- Technology road-mapping project
- Innovation policy benchmarking

## Innovation management self-assessment

- IMP<sup>3</sup>rove
- NRW.Europa Innovation Self-assessment Portal (<http://www.nrw-europa.de/Innovationsaudit/>)
  - NRW.Europa self-assessment – basic results
  - TCM self-assessment (University of Munich) – advanced results
  - INNOSCORE self-assessment – professional results
- Self-evaluation of the current situation as regards innovation management

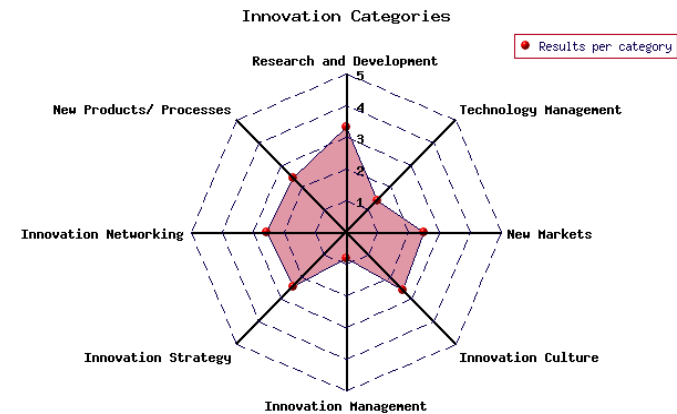
## Two dimensions and eight categories in the field of innovation management

- Innovation orientation/ capabilities (soft factors)
  - Innovation culture
  - Innovation strategy
  - Innovation management
  - Innovation networking
- Innovation performance (hard factors)
  - New products/ processes
  - Research and development
  - New markets
  - Technology management

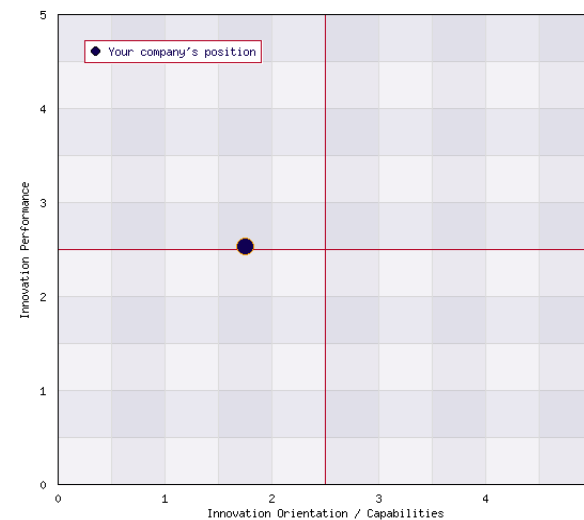
## Innovation management self-assessment

### Results

- Radar plot with categories
- Portfolio with dimensions
- Explanation of categories and dimensions
- Comments on the ratings
- Recommendations for improvement



Innovation Orientation/ Capabilities - Innovation Performance



## Innovation policy benchmarking

- Development
  - Definition of a “new diamond” based on the “Porter diamond”
  - Comparative analysis of European good practices
  - Mapping of the results
- Results (Selection)
  - Successful regional innovation policy
    - supports individual and institutional learning
    - takes social issues into account (not: policy for winners only)
  - Rather radical changes often lead to social problems
  - Participation of actors (enterprises, people) leads to more acceptance and finally to more success

## ZENIT Benchmarking Tool

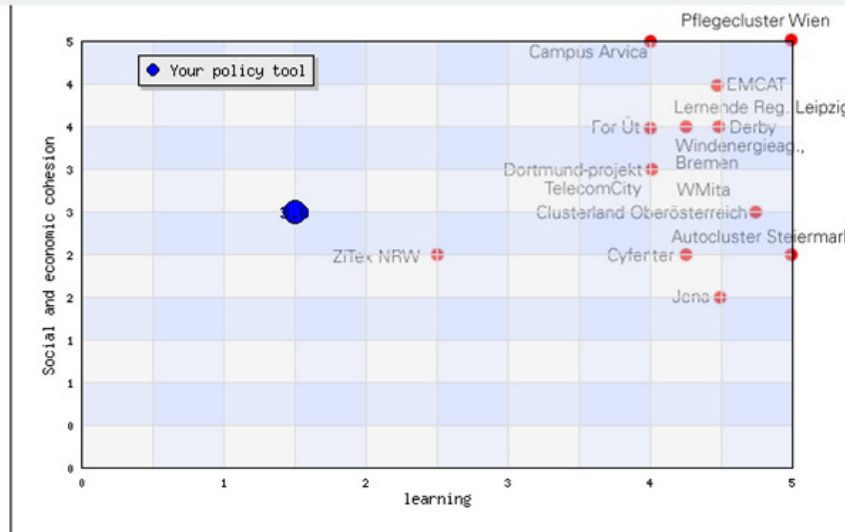
- 40 questions in the six categories of the new diamond
  - Analysis of the current situation
  - Estimated impact of the policy measures
- On-line mapping and brief feed-back with some general recommendations
- Email response
  - detailed summary
  - categorisation
  - recommendations for policy action
- <http://innopol.zenit.de>

**Innovation policy benchmarking**

ZENIT Benchmarking Tool



- Home
- Beispiele guter Praxis
- Benchmarking
- Projekt
- Theorie
- Quellen/Links
- Kontakt
- Beirat
- Impressum



The policy instrument you are using displays learning values which are too low in comparison to successful approaches (1.5 to < 3.0). Examples of international good practice achieve learning values of > 4. You should orientate yourself to the measures in the following projects:

- Dortmund-Project
- Telecom City
- Clusterland Oberösterreich

Close

**Thank you for your attention!**

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