

INTASS project

WP 5

Transfer Strategy Guidelines

FUNDITEC

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Introduction

According to the regional needs analysis results, FUNDITEC, with the support of all the transferor partners, has prepared a proposal for a transfer strategy, which is a guide for the transferee organizations for approaching the transfer process.

The transfer strategy comprises the following elements:

- a) A summary of the needs to be addressed in the transferee Central Hungary Region.
- b) A proposal on how to adapt the existing practices to the detected needs of the transferee region, by the definition of
 1. potential target group
 2. content outline (selection of contents and material to be used from the existing practices)
 3. delivery mechanisms (class-based, online)
- c) A detailed description of the transfer process (the transfer paths and success factors).
- d) A proposal on how to ensure an effective and sustainable transfer by the definition of:
 1. type of potential regional partners/supporters to be involved
 2. key success factors and recommendations for setting up the regional programmes and sustain them after the end of the project.

Summary of the needs to be addressed in the transferee Central Hungary Region.

Between February and April of 2010, the INSTITUTE OF EXPERIMENTAL MEDICINE OF THE HUNGARIAN ACADEMY of Sciences has investigated the training needs and gaps in the transferee Central Hungarian region related to IP exploitation in order to:

1. understand how to adapt the existing practices to the actual needs of the beneficiaries and end users in the transferee region, by the definition of:
 - a) potential target group
 - b) content outline (selection of contents and material to be used from the existing practices)
 - c) delivery mechanisms (class-based, online)
2. understand how to positioning the training programme within the existing VET system/offer.

The Regional Need Analysis was focused on the following aspects:

- a. the supply side (VET system: Research centres, Universities, Innovation intermediaries, training agencies) in order to understand the training supply characteristics in the area tackled by the project and how to embed the program within the existing framework, as well as to identify key organizations which could be involved in the programme delivery or which should be sensitized on it, in order to guarantee the proper support for implementing it at regional level and for sustaining it after project completion;
- b. the Demand side (end-users) in order to understand the perceived needs of the end-users, in the area tackled by the project;
- c. The mismatch in between a) and b) and the training needs to be addressed by the training programme.

The results of TNA shows three different target groups, each one of them with their different training needs and their different training characteristics:

1. Target group/s
 - a) PhD students, researchers
 - b) IP managers
 - c) Managers
2. Training needs of the above mentioned target group/s
 - a) Basic training
 - b) TT, IP exploitation/management, patenting
 - c) IP exploitation strategy
3. Training Characteristics of the above mentioned target group/s
 - a) Face to face, training on the job/ class based, ...
 - b) Interactive on line teaching modules, web portal, ...
 - c) Seminars

The existing practices

Following the results of the training needs analysis, the partners identified two successful practices to be transferred to the Central Hungarian Region.

SWAN

www.swantraining.com



The Training of Intellectual Property Exploitation Agents project (SWAN) is a pilot project co-funded by the Leonardo da Vinci Program (2006-2008). Leonardo da Vinci is a European Commission action program designed to support and complement actions in the European Union to improve the quality of continuing vocational training and policy practice

The objective of the project was to create a comprehensive and interactive training course to make international professionals operating in the area of Intellectual Property (IP) and technology transfer familiar with crucial issues related to IP, in order to incorporate it into their business strategy and optimise its exploitation.

The SWAN project resulted in a comprehensive training program that assists individuals, Universities and SMEs in developing appropriate IP exploitation strategies for their business. It emphasizes the importance of marketing and sales in successfully exploiting and promoting IP, and also covers international considerations that should be made when developing an IP strategy.

Target Group:

- Science park managers
- Incubation centre managers
- Institutional research administrators and managers (in particular research oriented universities)
- Business advisors and consultants
- Business development officers from SME's
- Regional developing agencies
- Technology transfer offices
- Research centers

The SWAN training program was developed by an international consortium which provides a combination of the resources, knowledge and experience in the fields of IP exploitation, technology commercialization, spin-off support and technology transfer.

IP4INNO

www.ip4inno.eu



The ip4inno (IP for Innovation) project, co-funded by the European Commission (as part of the Sixth Framework Programme - Research and Innovation) and 19 partners from EU member and candidate states, was launched in January 2007.

The main aim of the ip4inno project is to increase understanding of intellectual property (IP) among SMEs to promote innovation and competitiveness in Europe.

In the initial phase we assessed the IP knowledge and training needs of innovative SMEs and research institutes and found out about the initiatives and best practice already in place in Europe.

Based on the results of the study and analysis of SMEs needs, we developed a pool of teaching materials in the area of intellectual property to equip business advisers and other intermediaries (e.g. technology transfer officers) with an understanding of IP issues as they impact SMEs and start-ups.

The 12 ip4inno training modules have been specifically designed to cover the areas of IP basics, unregistered and “soft” IP, patent information, commercialisation, enforcement, sectorial IP issues and specific IP problems.

The series is complemented by a module on “How to reach SMEs”.

A pilot project run by the trained trainers in three selected European regions - Catalunya, Flanders and Hungary – will disseminate this knowledge further to local multipliers.

It will then be possible to establish how far the training programme corresponds to users’ needs.

Methodology to transfer existing practices

The methodology to transfer existing practices to Central Hungarian Region consist in specific workshops depending on the different target group identified.

IP introductory course for PHD

Module 1 Introduction to IPR system

The Introduction to IPR system module provides trainees with an overview on the different types of IPR, the way to protect company's intangible assets, the application procedures to obtain IP protection, the importance of IPR strategies and will give the attendees the basic knowledge on how to draw up IPR applications.

Contents:

- What are IPR
- Why IPR are important
- IPR in the University context
- Different types of IPR: Trade Secrets, Patents (Utility Models), Trademarks, Industrial Design, Copyright

Module 2 Strategic use of Intangible Assets

The Strategic use of Intangible Assets module aims at educating trainees on how to properly manage Intellectual capital (Licensing, Franchising, Merchandising) and exploit IP.

Contents:

- IP serving entrepreneurship: "General overview of the IPRs System"
- Strategies for IP Management
- How to successfully exploit intangible assets

Module 3 Market aspects: preliminary research

The preliminary research module provides course trainees with an opportunity to understand all steps and techniques in determining whether IP is valuable, understand and become familiar with the principles of conducting market research and become familiar with effective communication techniques.

Contents:

- Preliminary market research
 - a) Step 1: Gather information from different sources about the new IP
 - b) Step 2: Preliminary search in IP databases
 - c) Step 3: Industry trends analysis
 - d) Step 4: Market situation analysis
 - e) Step 5: Competition analysis
 - f) Step 6: SWOT analysis
 - g) Step 7: Value of IP (based on qualitative data)
- Evaluation of market research results
- Key reasons for obtaining IPR
- Communication skills
- Communication skills tips

Module 4 Market aspects: IP valuation & IP commercialisation

The IP valuation & IP commercialisation module aims at enabling trainees to apply IP valuation methods and finding the most appropriate way to market an IP.

Contents:

- IP valuation methods
 - a) Cost approach
 - b) Market approach
 - c) Income approach
- IP exploitation strategies
 - a) A new venture
 - b) Assignment (selling the IPR ownership)
 - c) Licensing

Module 5 Financial aspects: IP to access capital market

The “IP to access capital market” module provides trainees with essential information about the role of intellectual property in capital attraction as well as with understanding of the mindset of the different investors when selecting the most appropriate source of financing.

Contents:

- Importance of IP in capital attraction
- Identification and exploitation of IP
- Investment readiness

Module 6 Contractual aspects

The Contractual aspects module is dedicated to prepare trainees to better manage IP assets, differentiate IP agreements and outline/draft a license agreement.

Contents:

- IP: company strategic tool
- Recent developments in IP assets and IP agreements management
- Main categories of IP agreements
- General structure of a license agreement
- Additional information on European regulations

IP management course for TTOs

Module 1 IPR protection

The Introduction to IPR system module provides trainees with an overview on the different types of IPR, the way to protect company's intangible assets, the application procedures to obtain IP protection, the importance of IPR strategies and will give the attendees the basic knowledge on how to draw up IPR applications.

Contents:

- What are IPR
- Why IPR are important
- Characteristics of IPs
- Different types of IPR: Trade Secrets, Patents (Utility Models), Trademarks, Industrial Design, Copyright

Module 2 Marketing research and exploitation issues

The *Marketing research and exploitation issues* module provides trainees oriented to be able to use esp@cenet to find all relevant patents, to be familiarized with the different tools of the intellectual property system, to realize the importance of the intellectual property rights in the various fields of business, understand that the intellectual property system is an integral part of everyday business and that the vital relationship between commercialization and intellectual property issues, and finally to know how to guide their customers to use intellectual property services based on their customers' needs and business.

Contents:

- Using the free worldwide patent database esp@cenet
- How to find all relevant patents in esp@cenet

- Exploitation issues: IP in business, commercialization, IP system as business drive, IP accounting, ...

Module 3 How to manage IP portfolio in your own organisation

The *How to manage IP portfolio in your own organisation* module is a workshop intended for strength TTO's structure and process.

Contents:

- 3 groups exercises

Top researchers

The seminar will be developed on an event by event basis using specific examples targeted at the requirements of the different research fields. The idea behind the seminar is one of developing a soft training approach by which the most significant researchers in a given field will actively participate by sharing their own experiences with their peers.

Objective:

- Enrich your knowledge and experience in pitching IP
- Learn from success stories of other top researchers

Seminar content:

- Seminar on how to pitch IP.
- Success stories sharing
- Networking

Duration: 5 hours

How to ensure an effective and sustainable transfer

Evidence shows that the transfer of a programme such as INTASS is more effective when such course is rooted within the regional supply system (i.e. sponsorship by regional relevant institutions for entrepreneurial support, relationships established with BANs and VCs etc), thus, the customisation plan proposed a set of actions addressed to this aim.

Being the transferee partners engaged leading players in the field of R&D in Hungary and key exponents of the regional support system in favour of innovation, this rooting action seems promising.

This marketing effort will continue in the next future especially after the pilot testing will be performed (allowing course finalisation according to users' needs), thus having a tested product which can be further promoted and marketed in the region (for instance by pursuing accreditation paths, opening up to certified trainers etc).

The following check list has been prepared for facilitating partners in performing the interviews and collecting the above mentioned information/ insights from intermediaries.

Type of potential regional partners/supporters to be involved

Decision/policy-makers		Ministry of Economic Affairs
		Education Ministry
		Hungarian Patent Office
Academics		Semmelweis University
		Szent István University
		Institute of Experimental Medicine Of Hungarian Academy Science
Business support professionals, consultants, etc.		Semmelweis Innovations
		Kodolanyi Janos University College
		European Institute Technology

The critical success factor

The lessons learnt by the INTASS transferor partners, in supporting start-ups across Europe and through the implementation of courses on IP management in other countries, are translated into recommendations which may facilitate transferee partners' take up of the course.

Handbook effectiveness may be enhanced by securing the following conditions:

a. Trainers selection

It is very important to employ experienced professionals coupling theoretical and practical experience so to be able to raise competences of trainees but also to provide them with tips and tricks from real life examples

b. Regional partnerships & accreditation

The success of the course can be strengthened by sponsorships and positioning within the regional training system (direct access to entrepreneurial basins like universities, partnerships with training providers interested in delivering INTASS, relationships with investors networks, possibility to get vouchers from local incentive sources, insertion of the course in the regional accredited system etc)

c. A correct selection of the trainees

The course is successful if the right target is captured: researchers who intend to exploit the knowledge produced during their research activity

- d. Continuous improvement driven by feedbacks
As explained in the related chapter, the feedback from users is essential to enhance INTASS performances.