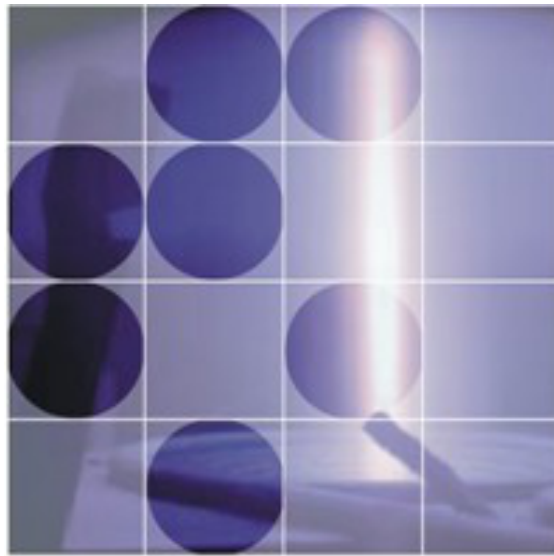


Technology Transfer Conference (science and economy - Slovenia in Europe)

Thursday 1 October 2009 - Friday 2 October 2009

Jožef Stefan Institute



Book of Abstracts

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General mechanisms for TT and marketing of IP / 1

Opening

Author: Jadran Lenarčič¹

¹ *Jožef Stefan Institute, director*

General mechanisms for TT and marketing of IP / 2

Technology Transfer at MIT

Author: Kenneth A. Goldman¹

¹ *MIT*

MIT is well-known as a center of academic excellence as well as a leading research institute. Hundreds of companies from around the world are research partners with MIT and maintain their competitive position by turning research done at MIT into products and services. At the same time, MIT has been an important economic engine, not only in the Boston/Cambridge area, but has also been responsible for creating thousands of companies, which employ over a million people both in the United States and abroad. This is the result of many factors, including the “innovation ecosystem” of universities, venture capital, and other groups that foster entrepreneurship. My talk will describe how companies can access technology at MIT and outline how the innovation ecosystem operates, resulting in the constant creation of new companies, new jobs and economic growth.

General mechanisms for TT and marketing of IP / 3

The upgrading of globalization

Author: Lojze Sočan¹

¹ *Faculty of social sciences, University of Ljubljana*

Corresponding Author: lojze.socan@fdv.uni-lj.si

The following issues will be briefly discussed:

- The essence of the present systemic crisis, accompanied by the eco-, market-, and financial- fundamentalisms and the transformation towards the knowledge-based economy and society
- Continuation of the hitherto structural changes, based on complex knowledge, technological advance, and innovation
- Changing the concept: Upgrading the globalization by the institutional infrastructure supporting knowledge-based economy and society with sustainable development
- The core of a modern and efficient innovation system
- The growing delay of (the majority of) the EU development concept. Another half a decade?

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(no title)

General mechanisms for TT and marketing of IP / 5

Principles of TT in High Energy Physics (from collaborative research to spin-offing)

Author: Jean-Marie LeGoff¹

¹ *CERN, Geneva*

Corresponding Author: jean-marie.le.goff@cern.ch

Particle physics (PP) is an environment dominated by very large, extremely complex and demanding projects requiring long and intensive R&D that is a source of innovation, new technologies and know-how. This highly collaborative international open science environment offers top quality education and training from apprentice to post-doctoral, and provides world standard institutions (centres of excellence) with high tech laboratories for accelerators elements, vacuum technologies, magnets, super-conductivity and cryogenics, mechanics and surface treatments, particle detectors, electronics and information technology.

Developments and know-how of fundamental research have strong impact on society. There are amazing track records of dissemination in health (particle therapy for cancer treatment, PET for treatment planning), for IT (World Wide Web, the Grid), for energy and environment (solar collectors using accelerator vacuum technologies) and industrial processes. Many of these industrial achievements concretised thanks to scientists motivated by the challenges to be addressed and to the open science environment in which they operate. Open science is a favourable context for the transfer of know-how and expertise but is somewhat insufficient for formal technology transfer deals. Consequently, many opportunities either failed to materialise or, on the contrary reached very successful results without generating the credits that the PP community deserved.

It is believed that this community could enhance its societal visibility and significantly increase its impacts to industry if a collaborative framework, more favourable to knowledge and technology transfer (KTT) but respectful of the open science principles, could be put in place. This is the purpose of the Technology Transfer Network of institutes active in particle, astro-particle and nuclear physics that was created by CERN Council in March 2008 in the framework of the European Strategy for PP.

The presentation will review the PP context and characteristics that led to the creation of the TT Network, and present the principles aimed at helping PP institutions to adopt a sensible approach for KTT and Intellectual Property matters and support the associated implementation measures while remaining compatible with open science.

General mechanisms for TT and marketing of IP / 6

How useful is TT for Uni Klagenfurt - Lakeside Labs as an incubator

Author: Claudia Prueggler¹

¹ *Lakeside Labs, Klagenfurt*

Corresponding Author: prueggler@lakeside-labs.com

Talk about Lakeside Labs GmbH role as an incubator for projects on "Self-organized networked Systems" performed together with the technical faculty of the University of Klagenfurt.

After a short overview of the services provided within the field of Technology Transfer is following speech about advantages and disadvantages of the cooperation, obstacles that have occurred and lessons learned.

General mechanisms for TT and marketing of IP / 7

YEAR and VTT ventures

Author: Jarno Salonen¹

¹ *VTT, Espoo*

Corresponding Author: jarno.salonen@vtt.fi

In my talk, I'm going to focus on two different perspectives. First I will address the current technology transfer challenges at VTT and how an internal department, VTT Ventures was established to support individual researchers and provide added value to VTT's research. Then I will describe the challenges from the perspective of young researchers and how a network of young professionals (YEAR) provides support through different training activities as well as organising meetings and initiating discussion between Research & Technology Organisations (RTO) on issues restricting successful technology transfer.

VTT Technical Research Centre of Finland is the biggest multitechnological applied research organisation in Northern Europe. With its 2700 employees, VTT provides high-end technology solutions and innovation services as a non-profit organisation under the domain of the Ministry of Employment and the Economy. From a wide knowledge base, VTT can combine different technologies, create new innovations and a substantial range of world class technologies and applied research services thus improving its clients' competitiveness and competence.

Young European Associated Researchers (YEAR) is a network established by six European RTOs in 2007 in order to encourage cross-border and interdisciplinary creativity and alliances among young European researchers. YEAR aims at facilitating exchange of ideas, best practises and people that may help to break down national and cultural barriers and structure the European Research Area (ERA).

General mechanisms for TT and marketing of IP / 8

Business angels and the growth of new ventures

Author: Blaž Kos¹

¹ *Poslovni angeli, Ljubljana*

Corresponding Author: kos@poslovniangeli.si

The foundations of every new business venture are excellent idea, top team and capital to start and grow business. The important role in the sources of capital for new ventures have business angels, who are successful high net worth individuals willing to invest their own money into young companies. Their added value is not just money, but they also help the entrepreneurial team with their knowledge, experiences and social network. World class companies like Google, Yahoo, Bodyshop etc. were backed by business angels, so there is no doubt that they have an important role in the entrepreneurial ecosystem. In Slovenia the first formal business angel network was established 2,5 years ago. Seven investments were already made and it was nearly 2 mio € was invested. The importance of business angels in Slovenia is therefore getting higher and higer.

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Talent vs. Technology - theory and practice for spin off creation

Author: Andrea di Anselmo¹

¹ *META-group, Bologna*

Corresponding Author: a.dianselmo@meta-group.com

The competitiveness of our regions rests on the creativity of the women and men living there and in their ambitions and willingness to take risks. Knowledge intensive start-ups (spin-offs) are one of the key actors the new economy. Spin-off be analyzed with the eye of an investor discussing strategic aspects to succeed, common “weaknesses” and offering practical tips for their development and growth.

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Mechanisms and policies for knowledge and technology transfer at CERN

Author: Claudio Parrinello¹

¹ *CERN, Geneva*

Corresponding Author: claudio.parrinello@cern.ch

“The talk will provide a short overview of the different knowledge transfer modes implemented at CERN, highlighting peculiarities and constraints related to the intergovernmental nature of this organization and its mission. In particular, knowledge transfer through procurement will be illustrated through the results of a survey among CERN technology suppliers. The role of some new networking activities (e.g. the launch of a CERN Alumni scheme) in the knowledge transfer process will also be illustrated.”

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Technology transfer at University of Ljubljana and the problems of slovene Technology Transfer policy system

Author: Peter Maček¹

¹ *University of Ljubljana*

Corresponding Author: peter.macek@uni-lj.si

General mechanisms for TT and marketing of IP / 12

Early stage financing of start-up projects through loans of a not-for-profit foundation : experiences at EPFL with the FIT model (foundation for technological innovation)

Author: Clerc Gabriel¹

¹ *EPFL, Lousanne*

Corresponding Author: gabriel.clerc@epfl.ch

Presentation of a model of early stage financial support by a foundation for promising start-up projects. The model consist of loans without interests linked with a professional coaching for the founder / team.

General mechanisms for TT and marketing of IP / 13

Structuring regional tech-transfer office, reasons and results

Author: Matteo Ametis¹

¹ Veneto Innovazione Spa

Corresponding Author: matteo.ametis@venetoinnovazione.it

Veneto Innovazione is the regional agency for research, innovation and technology transfer in Veneto. Through its activities Veneto Innovazione aims both to accelerate the innovation process of regional SMEs in order to increase their competitiveness and to support regional research centres and universities in the exploitation of their research results through technology transfer in close collaboration with the main international networks. Beside direct innovation support services, Veneto Innovazione is also involved with the Regional Authority in defining, testing and implementing new effective innovation policies and infrastructures. The idea of structuring a regional tech-transfer office in order to exploit the know how developed inside the public research has to face several aspects: selection of research results potentially interesting for the market, identification of the suitable IP valorisation and its financing, marketing of the applied technologies and their licensing or selling. For being effective, the initiative has to balance and combine the interests of all the chain involving directly the stakeholders (researchers, university ILOs, entrepreneurs associations, chambers of commerce, patent attorneys, lawyers etc) under the supervision of the regional agency devoted to the innovation topic.

Practical use of technology transfer mechanisms / 14

What Educell d.o.o. needs from slovene research?

Author: Saša Puhar^{None}

Educell d.o.o., Ljubljana (<http://www.educell.si>) is a cell therapy service SME company, focused on development of tissue engineering applications for regeneration of structural tissues. The origins of Educell d.o.o. date back to July 1997, when the company was founded with the goal of introducing cell therapy and tissue engineering to human medicine. In 1999 Autologous Chondrocyte Implantation (ACI) was accepted as a routine procedure at the Clinical Centre of Ljubljana for the treatment of damaged knee cartilage. ACI was accepted from Ministry of Health for financing in 1999.

The company was founded by Venture Capital Found (Horizonte venture management & partners, Wiena). In 2001 the ownership was restructured (second round investments) and we became R&D department of production facility Educell GmbH in Austria. In 2004 the Slovenian part of Educell GmbH was bought by Novoline holding (Slovenian ownership), which helped us to stabilise the company and focus again on research and development of tissue engineering applications as well as service for human cell based products for clinical use in the Slovenian clinics.

Research and development team of Educell d.o.o. collaborates with several Institutes and Universities in Slovenia, particularly with the University Medical Centre Ljubljana, Blood Transfusion Centre of Slovenia and University of Ljubljana. We also collaborate with several institutes and companies in Europe and the USA. Educell d.o.o. has been the member of Technology Park Ljubljana since December 1997.

We provide autologous tissue engineered products for treatment of articular cartilage, vesicoureteral reflux and regeneration of periodontal bone tissue which are used in Clinical centre Ljubljana and some other institutions in Slovenia. We cover R&D activities from basic research of cell phenotype to preclinical experiments (animal trials). In collaboration with clinicians we are involved also in clinical testing of tissue engineered products. A lot was invested in quality management systems for human tissue engineered products. Besides applications of differentiated cells, our research is oriented also towards investigation of different stem cell sources and their technological potential for regenerative medicine.

We constantly collaborate with our partners in the field of education. Educell was a co-organiser of international symposia “Cartilage weekend” in 1999, 2001 and 2005, “The International Summer School of Stem Cell and Regenerative Medicine” in 2008 and 2009 and many scientific events of Cell and Tissue Engineering Society of Slovenia.

Educell d.o.o has had the licence for wholesale of the medical devices since 2005 and Human Tissue and Cell Establishment since 2008. As a strong research partner of Clinical Centre of Ljubljana, especially of Dept of Orthopaedic Surgery and Dept of Traumatology in Ljubljana, we have a very close collaboration with surgeons, especially in the field of implementing the new therapies into the practice. Due to legislation our service is limited to the Slovenian market.

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What research organisations can offer?

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(no title)

Practical use of technology transfer mechanisms / 17

What ETA Cerknò needs from slovene research?

Author: Franci Kovačič¹

¹ *ETA Cerknò*

Company ETA Cerknò as member of international EGO group is one of the biggest (with some product ranges the biggest) world producer of heating and control components for white goods industry.

Support of research institutions is needed for:

- supporting existing products and production technologies
- source of ideas for new product development ETA should have ‘on the site’ basic existing product competences included staff and equipment. Around core in ETA should be built loosely coupled network of research institutions (‘Virtual institute’) supporting ETA with special knowledge, special equipment and ideas coming from regular research activities. IJS showed necessary readiness for such idea and activities in this sense are running.

Practical use of technology transfer mechanisms / 18

What can JSI offer?

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What can JSI offer?

Practical use of technology transfer mechanisms / 20

What ELAN needs from slovene research?

Author: Primož Plestenjak¹

¹ *ELAN*

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What can JSI offer?

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What can JSI offer?

General mechanisms for TT and marketing of IP / 23

Open Innovation - a new paradigm in development of new products

Author: Franc Gider¹

¹ *Public Agency for Technology of the Republic of Slovenia (TIA)*

Open innovation brings new perspective into business world. The concept allows the companies to easily access knowledge from outside the company, which will bring added value for their clients, and gives them new business opportunities resulting from the knowledge created and developed within the company. The most interesting and powerful tool in open innovation are web-based social networks. They offer easy to learn and use platforms for establishing new business opportunities and contacts. Specially, such networks can be good business tool for micro and small companies, which developed new knowledge and technology. By regular use of the networks they could extend their market and significantly increase their size.

Practical use of technology transfer mechanisms / 24

Rudjer Innovations's way to spin-offing

Author: Domagoj Oreb¹

¹ *Rudjer Innovations*

Practical use of technology transfer mechanisms / 25

Jožef Stefan Institute: Where we are and where do we go

Author: Špela Stres¹

¹ *Jožef Stefan Institute*

General mechanisms for TT and marketing of IP / 26

Key elements in creating spin-offs: experiences from Leuven R&D

Author: Rudi Cuyvers¹

¹ *Leuven R&D*

Corresponding Author: rudi.cuyvers@lrd.be

Leuven Research & Development, the technology transfer office of the Katholieke Universiteit Leuven (Belgium), has a long tradition in technology transfer including starting and growing spin-offs. The presentation introduces the key elements in spin-off creation. The first part focuses on the importance of integrating the spin-off process within the larger framework of technology transfer. It is shown that an important cross fertilisation can be realised with the contract research and patenting & licensing activities. In the second part, the different steps in creating a spin-off are detailed: from research to proof-of-concept & IPR, developing a business plan, finding investors & completing the team, valuation & deal structuring. For each step the key challenges and success factors are discussed.

General mechanisms for TT and marketing of IP / 29

Patentiranje in spremljanje patentov za JRO v Sloveniji

Author: Andrej Vojir¹

¹ *ITEM d.o.o.*

GET A PATENT, PATENT SEARCH

Patent is a legal monopoly, i.e. owner of the patent is entitled to eliminate market competition on patented invention. Since the research organizations are not involved on "product" markets, patents owned by research organizations have a specific role: to strengthen negotiating position and to define the scope of license agreement.

Patenting is extremely expensive; filing patent - and not necessarily granting - in a dozen of countries costs approx. 100.000 EUR. To avoid unnecessary costs, research organizations have to file national priority applications, possibly also a PCT (Patent Cooperation Treaty) and sell patent applications within 12 months priority or 30 months PCT term.

Patent has an interdictory and not permissive function; owner of the patent must not use his own patent if this use causes an infringement of someone's earlier patent.

Here we come to patent searching: to avoid inventing what was already invented and to get a feeling on how to draft your own patent application.

I suggest using open-to-public patent database of the European Patent Organization:

<http://ep.espacenet.com>

There are very strict rules regarding the draft of patent application on description, claims, drawings, and even the form. Every national patent office has a home page with explanations; may I suggest some of them:

<http://www.epo.org/>

<http://www.wipo.int/>

<http://uspto.gov/>

<http://www.dpma.de/>

<http://www.uil-sipo.si/>

Following are the steps on how to draft a patent application:

- decision on what really is the invention; earlier patent search would help,
- description of the invention must be so exhaustive to enable a skilled person to realize the invention,
- claims defining the scope of protection; nothing is allowed to be in claims if not described.

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 30

Workshop introduction Introduction - "We need ideas - how can they be processed for successful TT?"

Author: Denis Bernard^{None}

Brief presentation of TT principles (contract, collaborative research, licensing, spin-offing)

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 31

Brief introduction

Authors: Andrea di Anselmo¹; Gabriel Clerc²; Kenneth A.GOLDMAN³; Rudi Cuyvers⁴

¹ *META-group, Bologna*

² *EPFL*

³ *MIT*

⁴ *Leuven Research and Development*

Presenters have already given longer presentations in the main program. Here they will briefly introduce themselves and their work in TT.

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 32

Business angels as a business model for slovene entrepreneurship

Author: Blaž Kos¹

¹ *Poslovni angeli, Ljubljana*

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The state as an entrepreneur: How do we treat university and public research initiatives?

Author: Simona Grobelnik¹

¹ *Slovenski podjetniški sklad*

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The state as an entrepreneur: How do we treat university and public research initiatives?

Author: Simona Grobelnik¹

¹ *Slovenski podjetniški sklad*

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 35

The mission and the mechanisms of RSG venture capital

Author: Jure Mikuž^{None}

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(no title)

Author: Mitja Jermol^{None}

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 37

IP as a TT promoter in Slovenia

Author: Helena Valas¹

¹ *Univerza v Ljubljani*

Legal framework of publicly funded research and its' results in Slovenia. Incentives for disclosure of publicly funded research results. General employee awareness of IPR in PRO. Lack of permanent funding of TT activities at the PRO in Slovenia.

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 38

Pristop as a shaper of Slovene technology transfer reality

Author: Andrej Drapal¹

¹ *Pristop*

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 39

Brief introduction of slovene financial experts

Author: Špela Stres¹

¹ *Jožef Stefan Institute*

Slovene financial experts will be briefly introduced. They will participate in the financial part of the workshop (work in groups on the cases) and also give feedback on the selected cases presentations in the first part of the workshop.

As a basis of submitted cases overview an example will be shown with explanation of reasons for public research organizations in Slovenia to organize such a workshop and awards.

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 40

Selected cases presentation and discussion with specialists

Author: Selected participants^{None}

5 selected participants will present their cases.

Each presentation in duration of 5 minutes will continue with the 10 minutes discussion by the experts and the audience.

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Discussion with the specialists and choice of 4 most promising cases on the basis of presentation

Author: Experts and Participants^{None}

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Work in groups on how to proceed with development of the cases towards economy

Author: Experts and Participants^{None}

Small groups are formed to discuss particular cases with foreign and Slovene experts in TT.

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 43

Conclusion of the first part of the workshop - "We need funding, how do we get it?"

Authors: Ashok Devata¹; Denis Bernard^{None}

¹ *MBA, EMC*

Questions and answers by the participants - experts and case submitters.

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 44

An overview of financing in Slovenia - personal experience as a TT manager and entrepreneur

Author: Simon Štrancar¹

¹ *TehnoCenter Univerze v Mariboru*

A short overview of financing possibilities in Slovenia for spin-offing will be given. Details will be explained by present Slovene specialists.

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The state as an entrepreneur: How do we treat university and public research initiatives?

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 46

The state as an entrepreneur: How do we support innovative entrepreneurs in their early stage?

Author: Simona Grobelnik¹

¹ *Slovenski podjetniški sklad*

Slovene enterprise fund

The Slovene Enterprise Fund (hereinafter: the Fund) is a national financial institution of the Republic of Slovenia founded with the aim of making the sources of funds more accessible to small and medium-sized companies in Slovenia (hereinafter: SMEs).

Every year the Fund invites companies to apply for state aid, which would provide more favorable sources of financing development investments in the corporate sector in Slovenia. The Fund closely co-operates with other domestic and international financial institutions such as commercial banks, the European Investment Fund and the European Mutual Guarantee Association.

The Fund provides state aid to SMEs in the form of three finance lines, namely:

- LOAN AND GUARANTEE LINE FOR SMEs
- CO-FINANCING SME's PROJECTS
- SMEs EQUITY FINANCING

The aim of SEF state aids is to establish visible effects in business environment such as higher added value per employee in entrepreneurial sector, enlargement of market share of Slovenian companies on European and global market and new employments.

Support for SMEs in their early stage:

- Grants for the launch of innovative and incubated companies in entities of innovative environment
Co-financing of innovative and incubated enterprise start-ups in entities of innovative environment aims at enabling newly started and development-oriented enterprises with their headquarters located in entities of innovative environment to acquire a grant to finance the enterprise's launch. The grant is earmarked for the promotion of establishment and launching of emerging enterprises in technology parks, enterprise incubators and university incubators.

- Guarantees for bank loans with subsidised interest rate Guarantees for bank loans with subsidized interest rate are earmarked for funding of tangible and intangible investments and working capital for existing SMEs. The enterprise shall find a bank cooperating with the Fund and apply with them for a loan with an explanation that the loan would be collateralised by the Fund's guarantee. The enterprise shall use a positive decision of the bank, complete it by other obligatory documents and submit an application to the Fund's public tender for the P1 Product, where in case of a positive Fund's decision, the enterprise shall obtain 60% to 80% guarantee to collateralise the above-mentioned loan, the right to lower loan interest rate, and a possibility for a loan repayment grace period and extended repayment period, at the same time. The P1 Product is counter-guaranteed by the European Investment Fund, because in 2009 and 2010, the Product enjoys benefits of the guarantee issued under the European Community's Competitiveness and Innovation Framework Programme.

In 2010 the Fund will offer also 80% of guarantees for start ups enterprises that transfer knowledge from scientific institutions into the real economy.

- Equity financing SEF is developing another way of financing through venture capital line. SEF will offer financial means for venture capital companies that will invest in SMEs with high growth potential. The investments will have to be realized in Republic of Slovenia due the instruments will be co-financed form the European Regional Development Fund.

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 47

Work in groups on financial plan for the selected technology (with the help of chosen experts)

Author: Experts and Participants^{None}

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 48

5 cases: presentation of financial plans with discussion

Author: Experts and Participants^{None}

Each case will have a 5 minute presentation, followed by a short discussion.

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TT system in USA

Author: Ashok Devata¹

¹ *MBA, EMC*

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Presentation of project Innovation 2020

Author: Davorin Rogina^{None}

Practical use of technology transfer mechanisms / 51

socio-economic impact of public research organizations in slovenia

Author: Peter Stanovnik^{None}

R&D, science, technology and innovation activities comprise important drivers of economic growth, increase of productivity and enhancement of international competitiveness. Perception of a gap between a relatively high performance in science and deteriorating industrial competitiveness labelled as European paradox is valid also for Slovenia. Public research organizations including 4 universities and 20 research institutes play an important role in innovation processes driven either by market pull demand or by technology push system. We are facing - besides scientific excellency in several research organizations and research groups - low level of collaboration and flexibility of public RO in relations to the private business sector on one side and insufficient demand in industry for the research results offered by public research organizations, on the other side. One of the main disadvantages of the national innovation system is the disproportion between the innovation potentials (number of researchers/developers in the business enterprise sector) and the capabilities and R&D personnel in public research organizations. The existing schemes for fostering interactive collaboration between these two poles should be changed in order to improve the impact of science on creation of value added and social welfare.

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Closing words and conclusions

Workshop on spin-offing on the basis of 5 submitted cases from public research organizations in Slovenia / 53

TIA and spin-offing

Author: Margareta Pečaver Vidaković^{None}