

### Agenda

- Personal introduction
- Background: Fraunhofer
- International strategy of Fraunhofer
- Transfer: (1) research object, (2) purpose, or (3) support service

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Steffen Preissler  
Andone Raluca-...  
Andone Raluca-Oana-...  
Sirin Elci  
MIHAIL GRAS-I...  
MIHAIL GRAS-IBNA  
Gina Pistol IBNA  
Gina Pistol\_IBNA

### Personal introduction

Research

Habilitation: How to design P4P in Semiconductor Industry?  
Associated Editor: Journal of Knowledge Economy  
Publications: e.g. Quintuple Innovation Helix Model, IEEE TEM 2024  
Dissertation: Knowledge Transfer Services – „make or buy“?

Corporate Management, Transformation and Innovation

Teaching at Leipzig University, Technical University Chemnitz  
Fraunhofer Head of Department: Knowledge and Technology Transfer  
Consulting: World Bank, European Commission  
Visiting Professorship, Bangkok

Practice

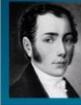
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Steffen Preissler  
Andone Raluca-...  
Andone Raluca-Oana-...  
Sirin Elci  
MIHAIL GRAS-I...  
MIHAIL GRAS-IBNA  
Gina Pistol IBNA  
Gina Pistol\_IBNA

zoom Workplace Meeting SP Steffen Preissler's screen Sign in Recording View

## Background

Our Eponym: Joseph von Fraunhofer



**Joseph von Fraunhofer**

- Discovery of the Fraunhofer lines in the solar spectrum
- New methods for grinding lenses
- Director and partner of a glassworks

**The Fraunhofer-Gesellschaft**

- Research and development contracted by industry and government
- The mp3 music format, white LEDs, high-resolution thermal-imaging camera
- Research budget: approximately 3.0 billion euros annually



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**Andone Raluca...**  
Andone Raluca-Oana...

**Sirin Elci**

**MIHAIL GRAS-I...**  
MIHAIL GRAS-IBNA

**Gina Pistol\_IBNA**  
Gina Pistol\_IBNA

Audio Video Participants 47 Chat React Share AI Companion Apps Record More Leave

Upcoming Earnings Search 11:39 14.03.2025

## Background

### Fraunhofer-Gesellschaft

**Contract research** is the mainstay of Fraunhofer's business activities and, in keeping with the **Fraunhofer model**, is based on three primary sources, each contributing equal amounts to the organization's funding.

Exclusive contract research for industry



Precompetitive research financed through base funding

Competitive, publicly-funded research projects

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Steffen Preissler

**Andone Raluca...**  
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**Sirin Elci**

**MIHAIL GRAS-I...**  
MIHAIL GRAS-IBNA

**Gina Pistol\_IBNA**  
Gina Pistol\_IBNA

18°C Mostly cloudy Search 11:43 14.03.2025

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### Background Fraunhofer-Gesellschaft

**€ 3 billion**

**€ 2.6 billion**

**Total funding**

**Contract research**

**2022**

Major infrastructure capital expenditure and defense research

One-third is base funding from Germany's federal and state governments

Two-thirds come from industrial contracts and publicly-funded research projects

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Participants: 53

Audio Video Chat React Share AI Companion Apps Record More Leave

Steffen Preissler

Andone Raluca-...

Sirin Elici

MIHAIL GRAS-I...

Gina Pistol\_IBNA

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### Background Fraunhofer-Gesellschaft

**Fraunhofer** Applied research

**HELMHOLTZ GEMEINSCHAFT** Research programs and infrastructure

**Leibniz** Knowledge-driven and applied basic research

**MAX-PLANCK-GESellschaft** Basic research

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Participants: 54

Audio Video Chat React Share AI Companion Apps Record More Leave

Show desktop

Steffen Preissler

Andone Raluca-...

Sirin Elici

MIHAIL GRAS-I...

Gina Pistol\_IBNA

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## Background

### Fraunhofer: Transfer paths

- 1 Contract research
- 2 Spin-offs
- 3 Intellectual property
- 4 Standardization
- 5 Knowledge transfer via individuals
- 6 Infrastructure services
- 7 Science communications

**Impact on business and society**

Fraunhofer customers commercialize more innovations and increase their sales and returns. Fraunhofer activities demonstrably create jobs in Germany, generate industry investments and increase government revenue.

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Andone Raluca-Oana...

**Sirin Elci**

**MIHAIL GRAS-I...**  
MIHAIL GRAS-IBNA

**Gina Pistol\_IBNA**  
Gina Pistol\_IBNA

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18°C Mostly cloudy Search ENG 11:51 14.03.2025

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## Background

### Fraunhofer: One of the most active applicants for trademarks and patents in Germany

### 2022

Over

# 7,600

active patent families\*

# 443

invention disclosures per year

# 375

patent applications per year

→ Fraunhofer ranks among the 10 to 20 most active patent applicants every year.  
→ Fraunhofer is an EU-wide leader in the establishment of standards.

\*Number of industrial property rights and current patent applications at year's end

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Andone Raluca-Oana...

**Sirin Elci**

**MIHAIL GRAS-I...**  
MIHAIL GRAS-IBNA

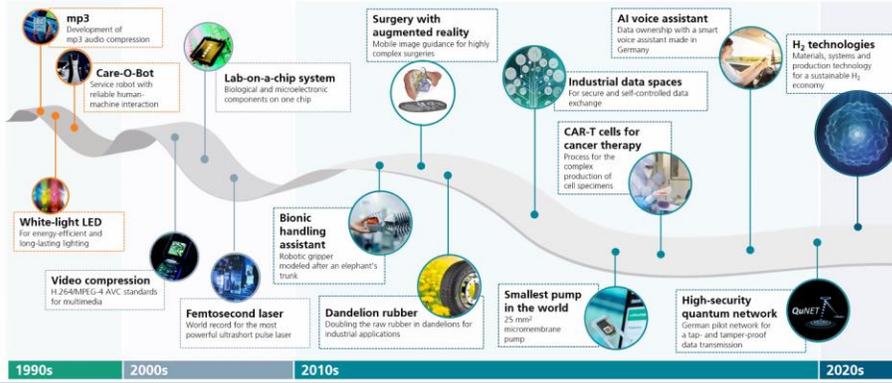
**Gina Pistol\_IBNA**  
Gina Pistol\_IBNA

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## Background

### Fraunhofer Research: Highlights



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Steffen Preissler

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Andone Raluca-Oana...

Sirin Elci

MIHAIL GRAS-I...  
MIHAIL GRAS-IBNA

Gina Pistol IBNA  
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## International strategy of the Fraunhofer-Gesellschaft

### Strategic collaboration to create scientific value and to generate positive effects in both countries



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Zoom - not signed in

Steffen Preissler

Andone Raluca-...  
Andone Raluca-Oana...

Sirin Elci

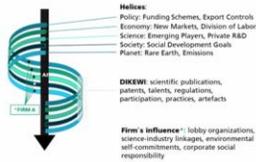
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Gina Pistol\_IBNA

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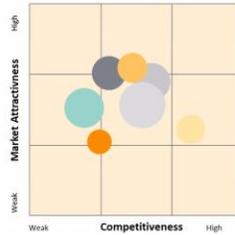
## Knowledge and Technology Transfer - different perspectives -

### ➤ ...as a research object



Source E. G. Carayannis, T. Posselt, S. Preissler (IEEE TEM, 2024)

### ➤ ...as purpose of organisations



### ➤ ...as a support activity (TTO as transfer supporting units)

- Contract management
- Patenting, licensing
- Support in science communication
- Supporting process management (foresight, strategy, business development)

→ How to organize transfer support?



Andone Raluca...

Andone Raluca-Oana...



Sirin Elici

MIHAIL GRAS-I...

MIHAIL GRAS-IBNA

Gina Pistol IBNA

Gina Pistol\_IBNA

Temps to plum... Sunday

Search

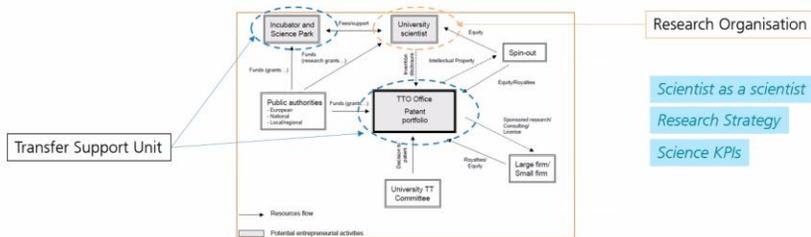


12:06 14.03.2025

## Knowledge and Technology Transfer - role of support -

Public funded research and development organisations (like public universities):

- (1) responsible for research, teaching and transfer
- (2) with „limited“ connection between institutional funding and commercialization performance



Scientist as a scientist  
Research Strategy  
Science KPIs



Andone Raluca...

Andone Raluca-Oana...



Sirin Elici

MIHAIL GRAS-I...

MIHAIL GRAS-IBNA

Gina Pistol IBNA

Gina Pistol\_IBNA

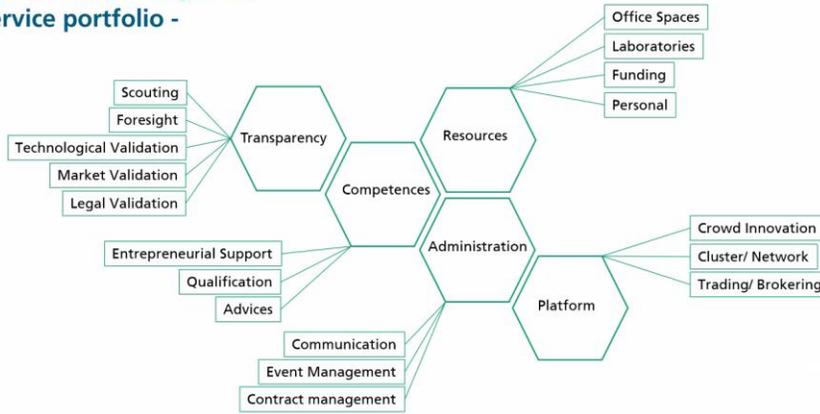
Today's high To break record

Search



12:10 14.03.2025

## Transfer Supporting Units - service portfolio -



Steffen Preissler

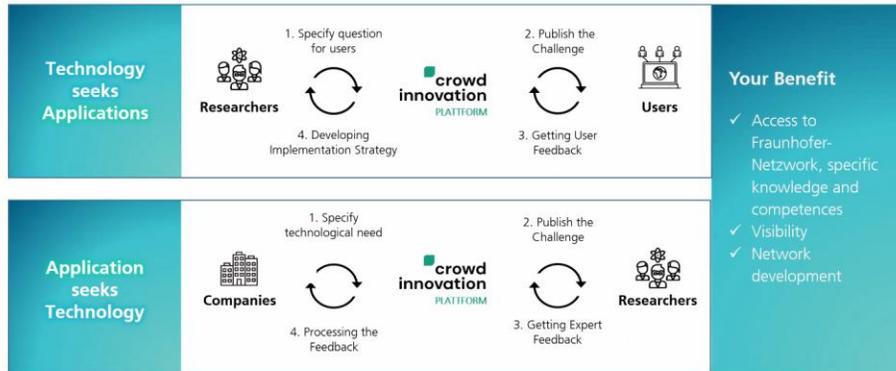
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**Gina Pistol\_IBNA**  
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## Crowd Innovation at Fraunhofer ISI - getting stakeholders involved in research -



Steffen Preissler

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Sirin Elci

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MIHAIL GRAS-IBNA

**Gina Pistol\_IBNA**  
Gina Pistol\_IBNA

The image is a screenshot of a Zoom meeting window. The main content area displays a blue gradient slide with the text "THANK YOU!" in large white letters. Below this, contact information for Dr. Steffen Preissler is provided: "Dr. Steffen Preissler", "Martin-Luther-Ring 13", "04109 Leipzig/Germany", and "Mail: steffen.preissler@isi.fraunhofer.de". In the top right corner of the slide, the Fraunhofer ISI logo and name are visible, along with the text "Fraunhofer-Institut für System- und Innovationsforschung ISI".

On the right side of the window, a vertical list of participants is shown. The participants listed are: Steffen Preissler (with a small video thumbnail), Andone Raluca-... (with a red mute icon), Andone Raluca-Oana-... (with a red mute icon), Sirin Elci (with a video thumbnail), MIHAIL GRAS-I... (with a red mute icon), MIHAIL GRAS-IBNA (with a red mute icon), Gina Pistol\_IBNA (with a red mute icon), and Gina Pistol\_IBNA (with a red mute icon).

At the bottom of the window, the Windows taskbar is visible, showing the system tray with weather information (18°C, Mostly cloudy), search bar, taskbar icons, and system clock (12:17, 14.03.2025).