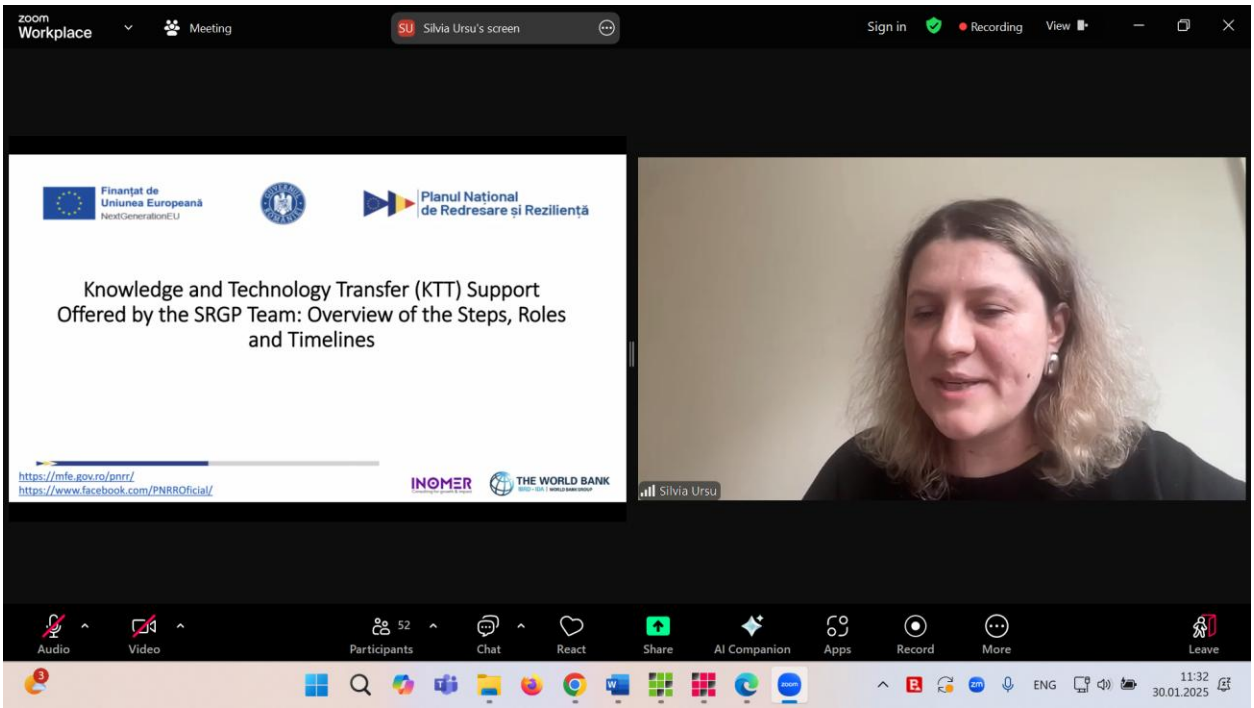
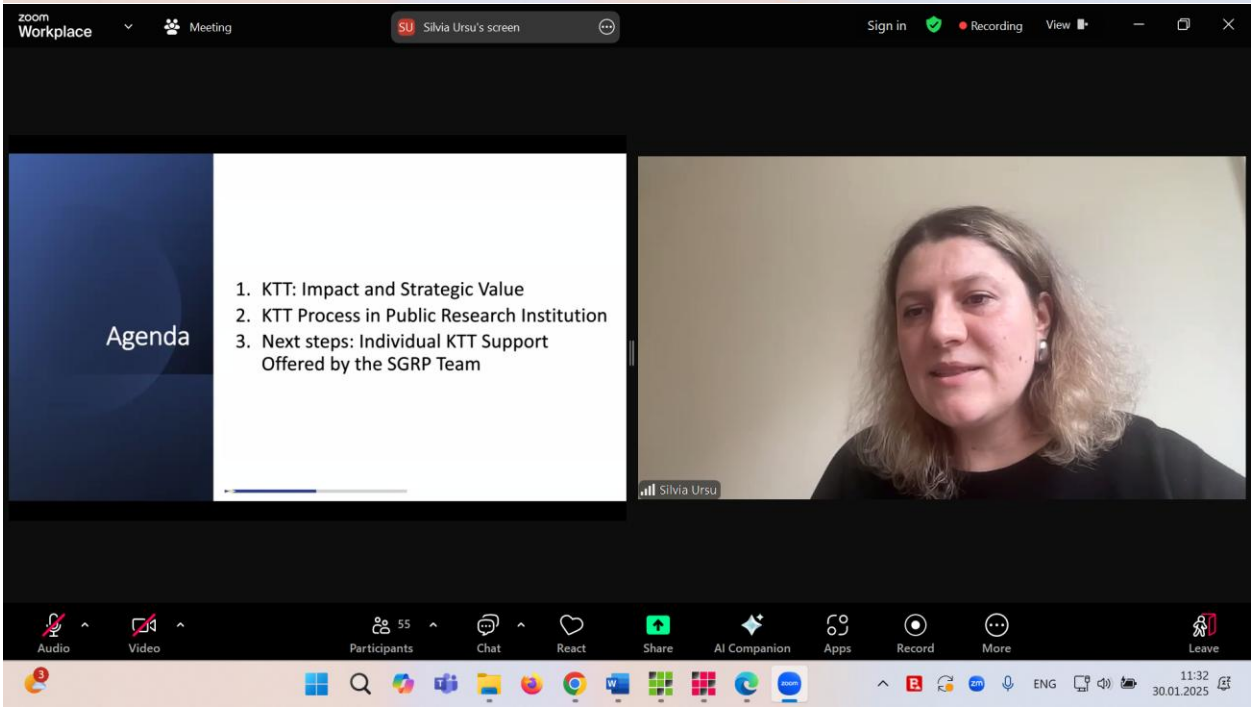
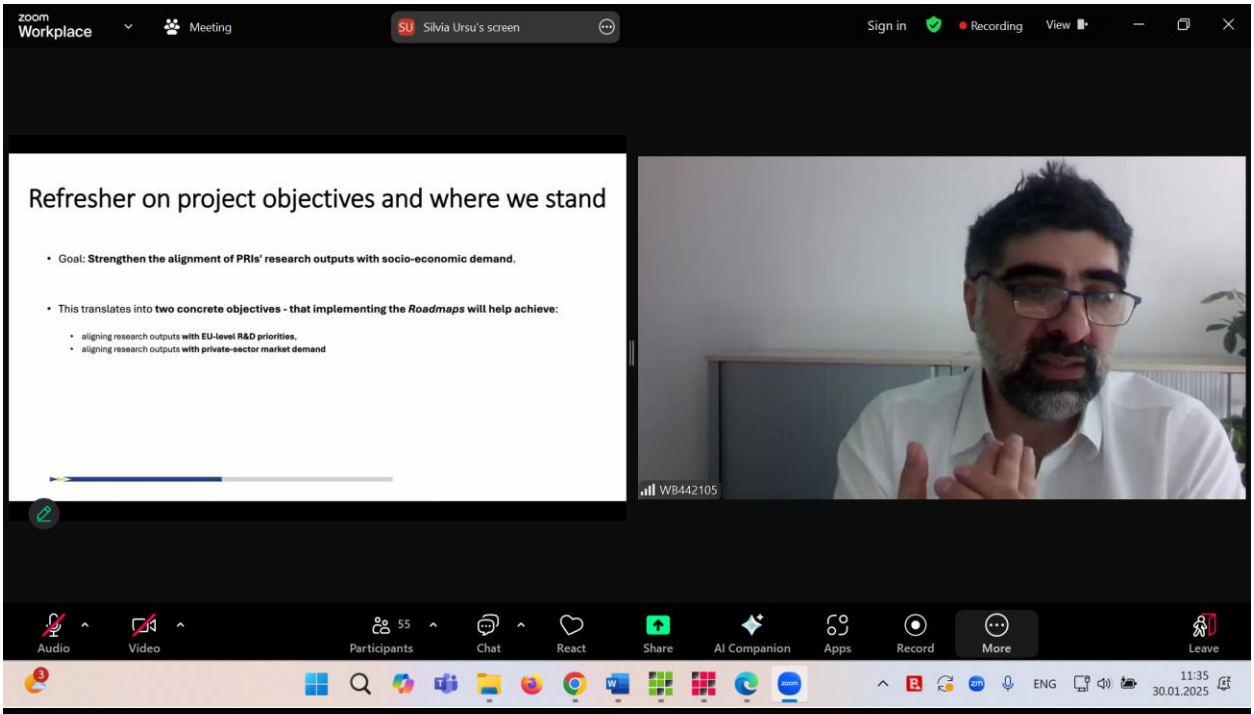
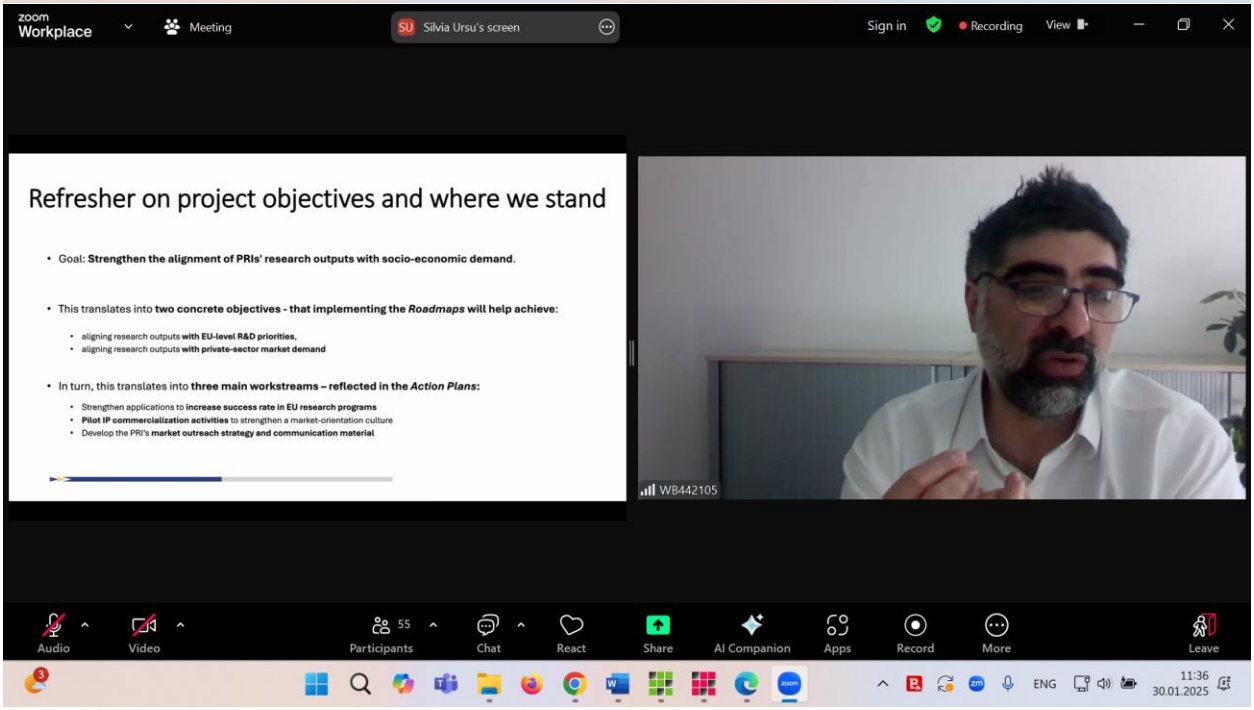
Training World Bank - 30.01.2025 - Knowledge and Technology Transfer (KTT) Support: Overview of the Steps, Roles and Timelines, SRGP Team

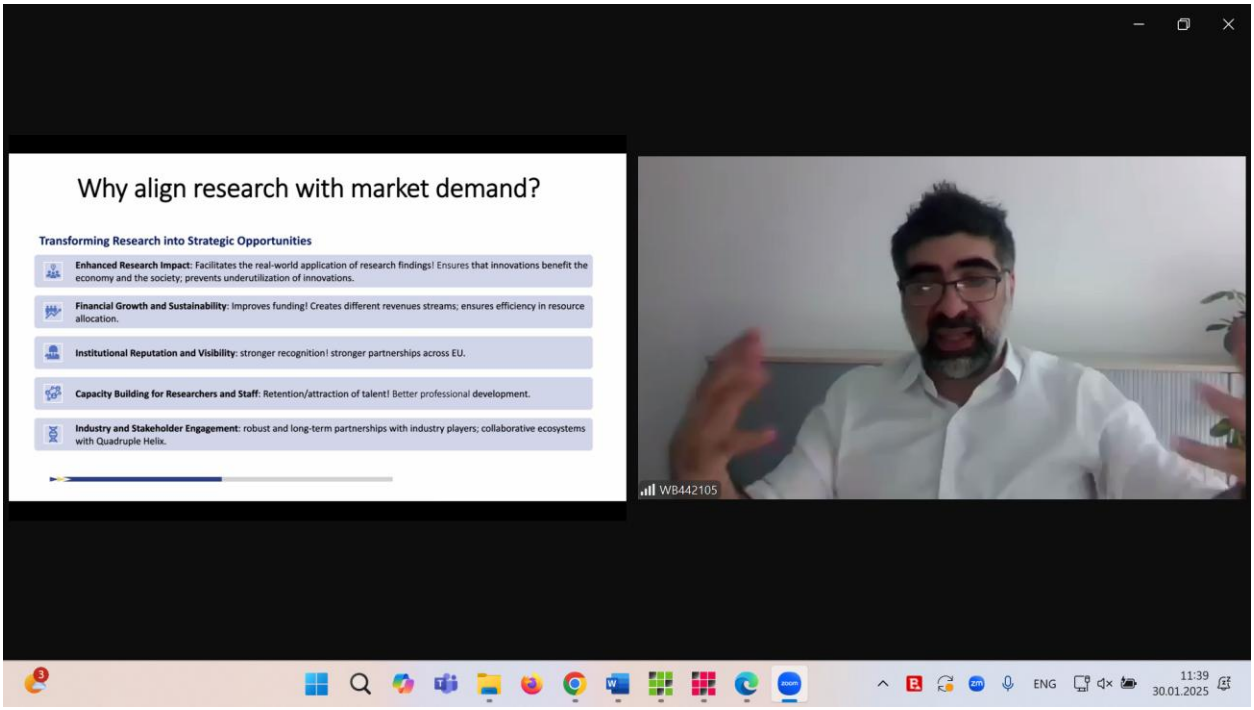
- 52 on-line participants -

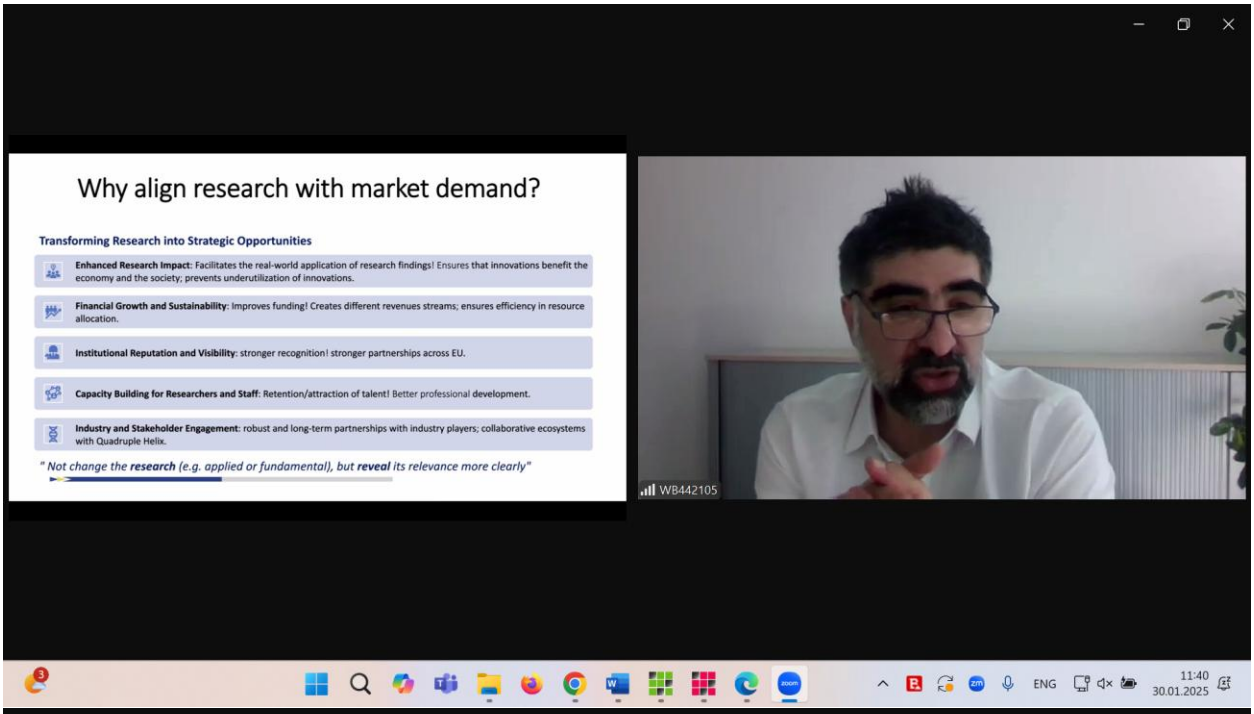


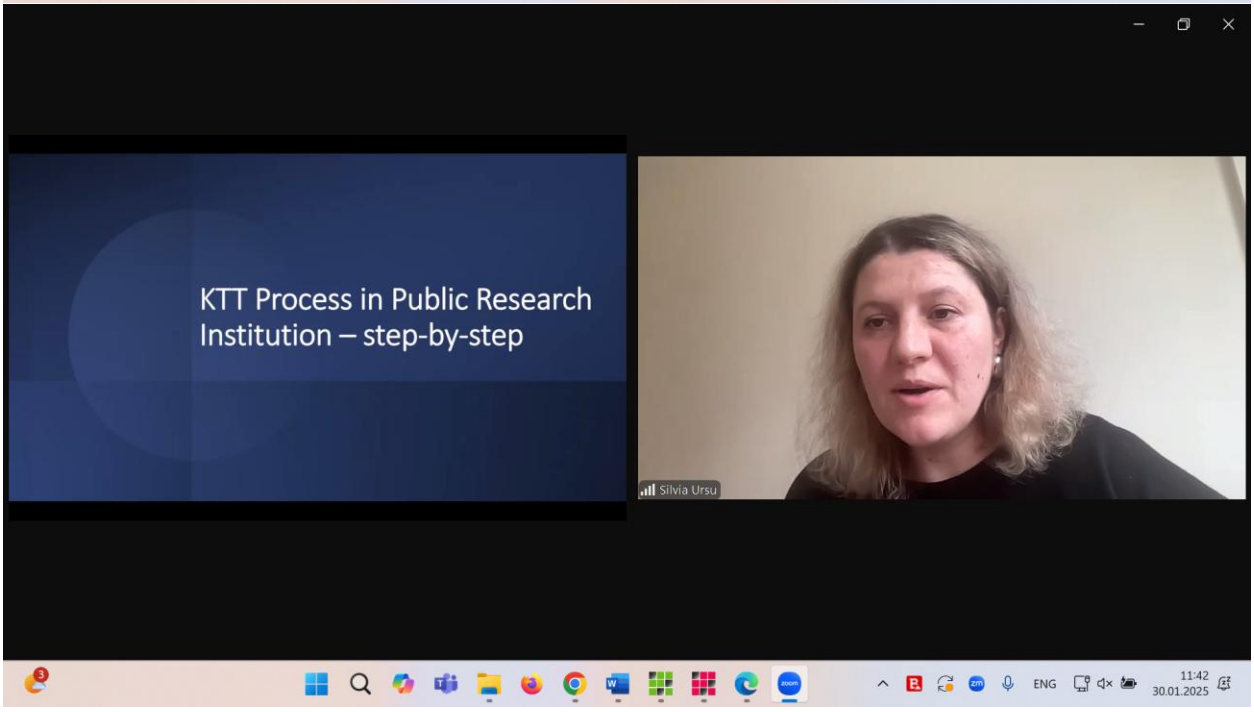


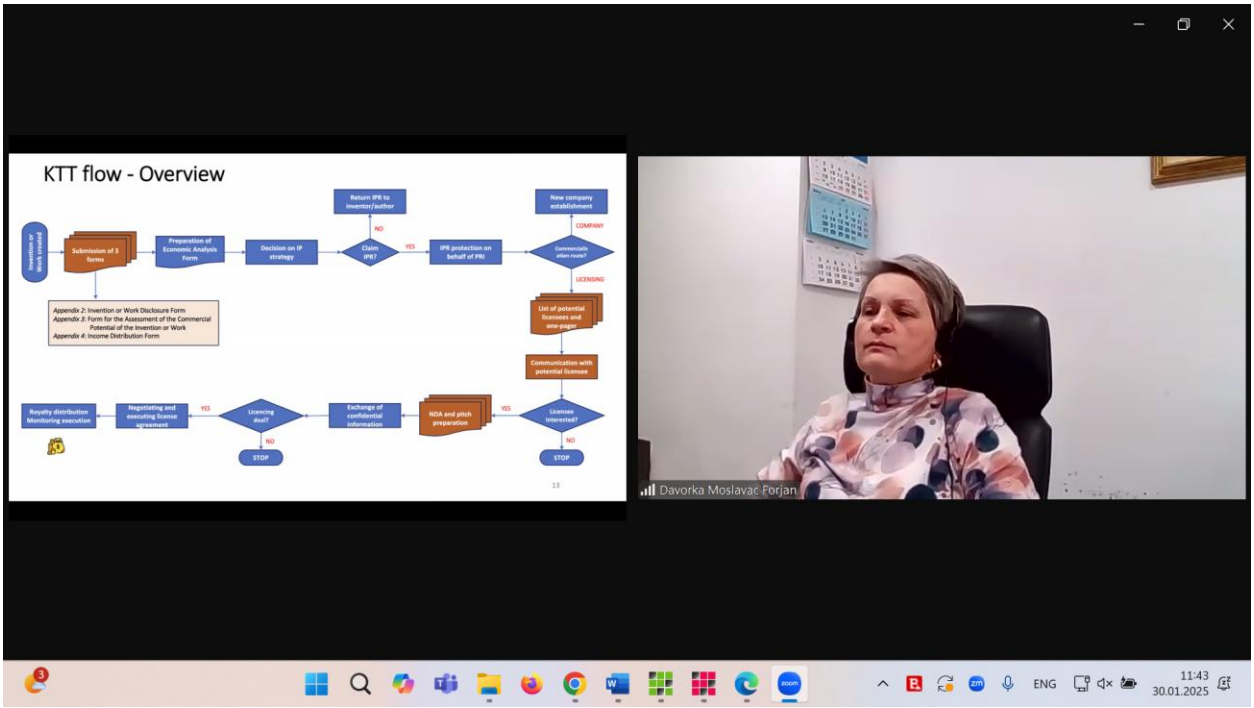

zoom Workplace
Meeting
Silvia Ursu's screen
Sign in
Recording
View
Refresher on project objectives and where we stand
• Goal: Strengthen the alignment of PRIs' research outputs with socio-economic demand.
• This translates into two concrete objectives - that implementing the Roadmaps will help achieve:
• aligning research outputs with EU-level R&D priorities,
• aligning research outputs with private-sector market demand
WB442105
Audio
Video
55
Participants
Chat
React
Share
AI Companion
Apps
Record
More
Leave
ENG
11:35
30.01.2025

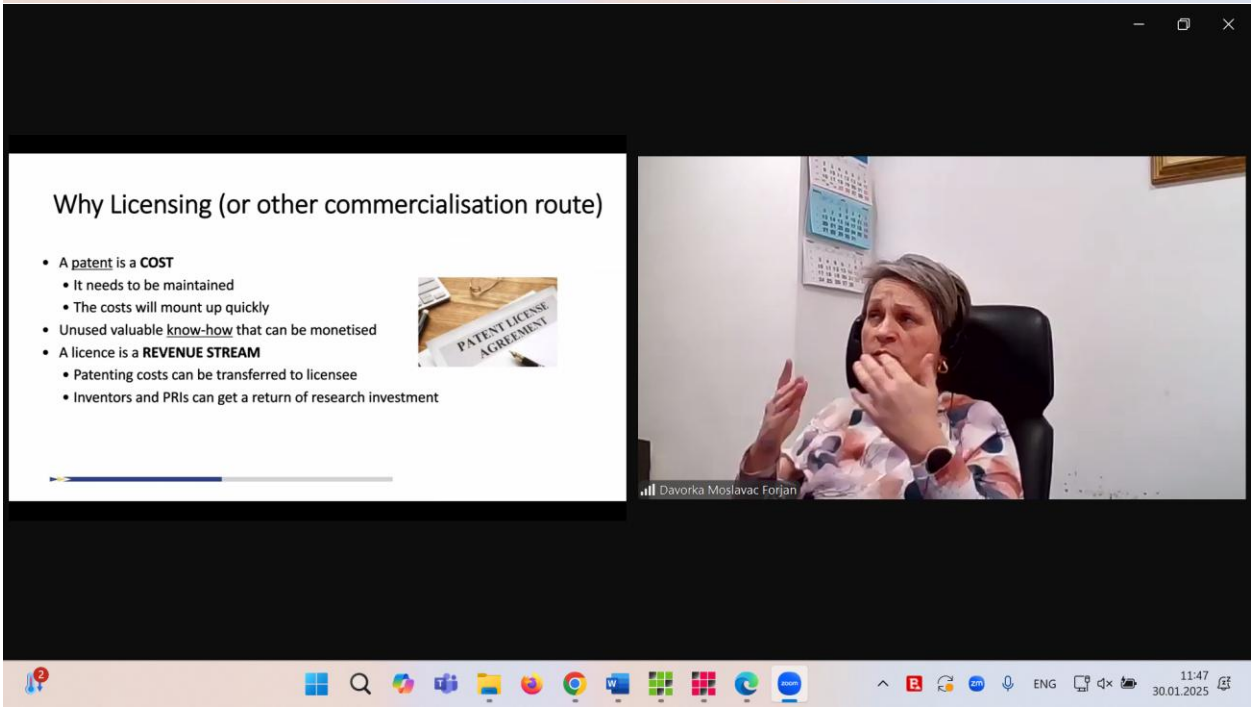

zoom Workplace
Meeting
Silvia Ursu's screen
Sign in
Recording
View
Refresher on project objectives and where we stand
• Goal: Strengthen the alignment of PRIs' research outputs with socio-economic demand.
• This translates into two concrete objectives - that implementing the Roadmaps will help achieve:
• aligning research outputs with EU-level R&D priorities,
• aligning research outputs with private-sector market demand
• In turn, this translates into three main workstreams – reflected in the Action Plans:
• Strengthen applications to increase success rate in EU research programs
• Pilot IP commercialization activities to strengthen a market-orientation culture
• Develop the PRI's market outreach strategy and communication material
WB442105
Audio
Video
55
Participants
Chat
React
Share
AI Companion
Apps
Record
More
Leave
ENG
11:36
30.01.2025

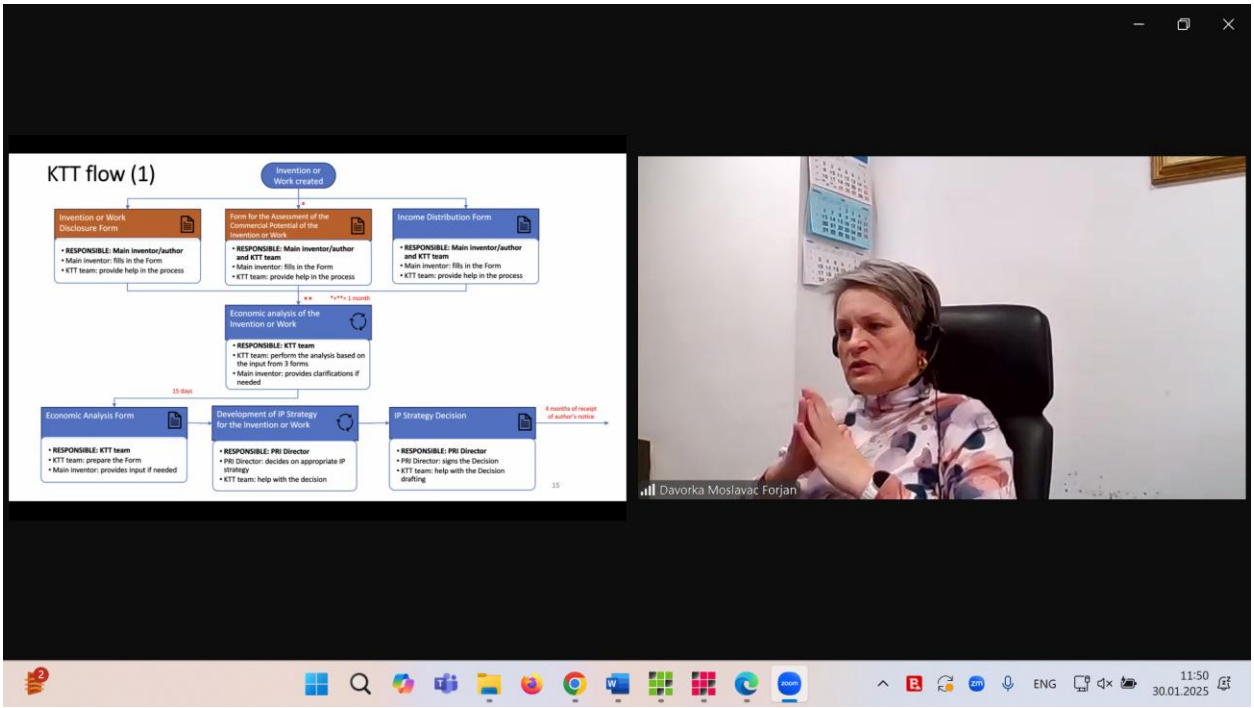

Why align research with market demand?
Transforming Research into Strategic Opportunities
Enhanced Research Impact: Facilitates the real-world application of research findings! Ensures that innovations benefit the economy and the society; prevents underutilization of innovations.
Financial Growth and Sustainability: Improves funding! Creates different revenues streams; ensures efficiency in resource allocation.
Institutional Reputation and Visibility: stronger recognition! stronger partnerships across EU.
Capacity Building for Researchers and Staff: Retention/attraction of talent! Better professional development.
Industry and Stakeholder Engagement: robust and long-term partnerships with industry players; collaborative ecosystems with Quadruple Helix.
WB442105
ENG
11:39
30.01.2025

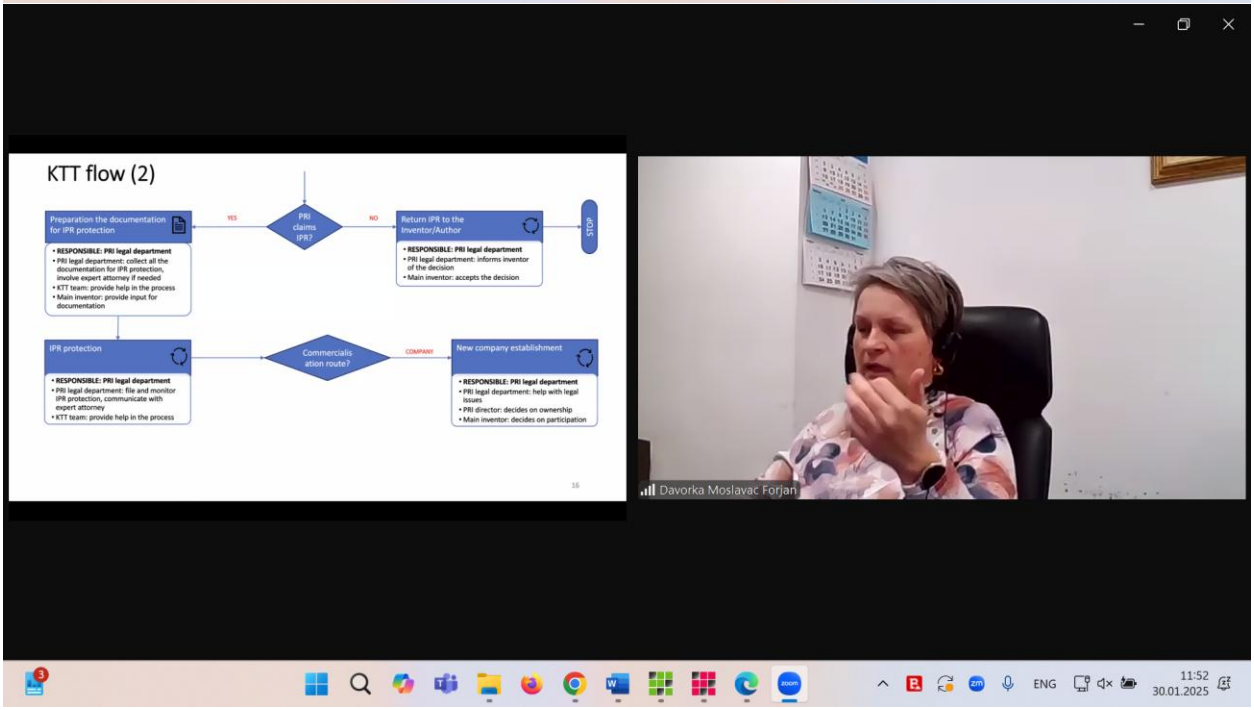

Why align research with market demand?
Transforming Research into Strategic Opportunities
Enhanced Research Impact: Facilitates the real-world application of research findings! Ensures that innovations benefit the economy and the society; prevents underutilization of innovations.
Financial Growth and Sustainability: Improves funding! Creates different revenues streams; ensures efficiency in resource allocation.
Institutional Reputation and Visibility: stronger recognition! stronger partnerships across EU.
Capacity Building for Researchers and Staff: Retention/attraction of talent! Better professional development.
Industry and Stakeholder Engagement: robust and long-term partnerships with industry players; collaborative ecosystems with Quadruple Helix.
" Not change the research (e.g. applied or fundamental), but reveal its relevance more clearly"
WB442105
ENG
11:40
30.01.2025

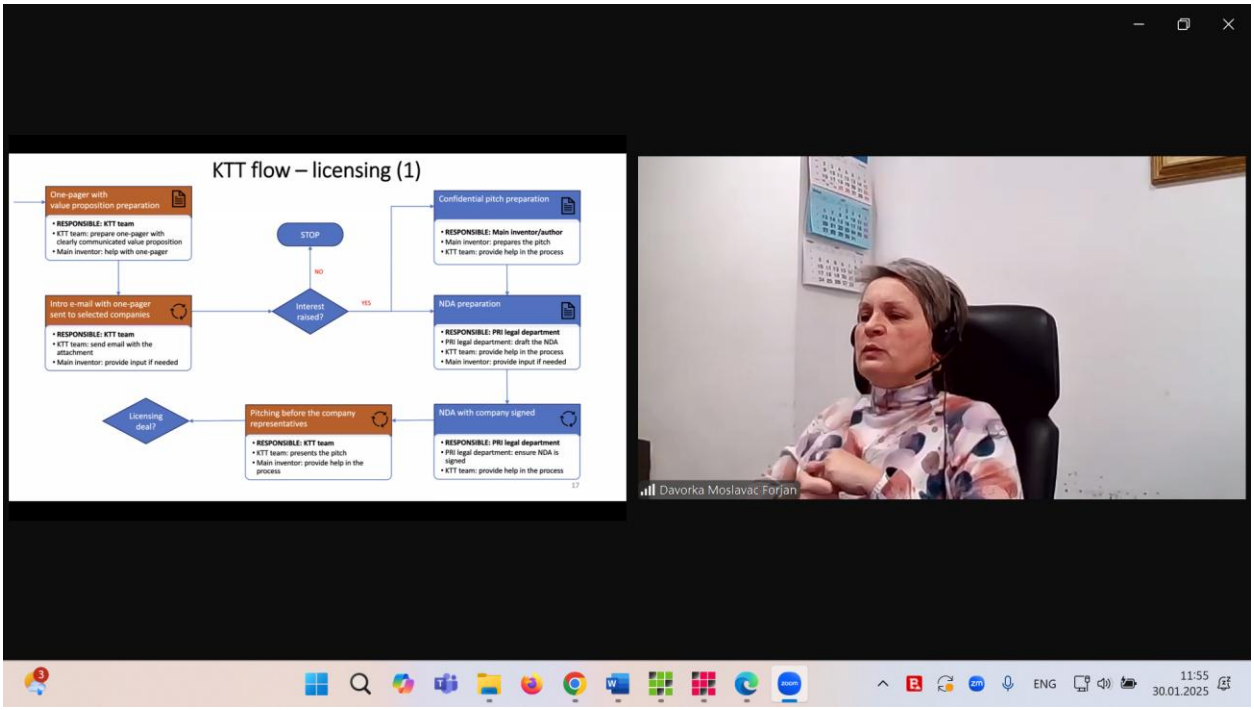

KTT Process in Public Research Institution – step-by-step
Silvia Ursu
ENG
11:42
30.01.2025

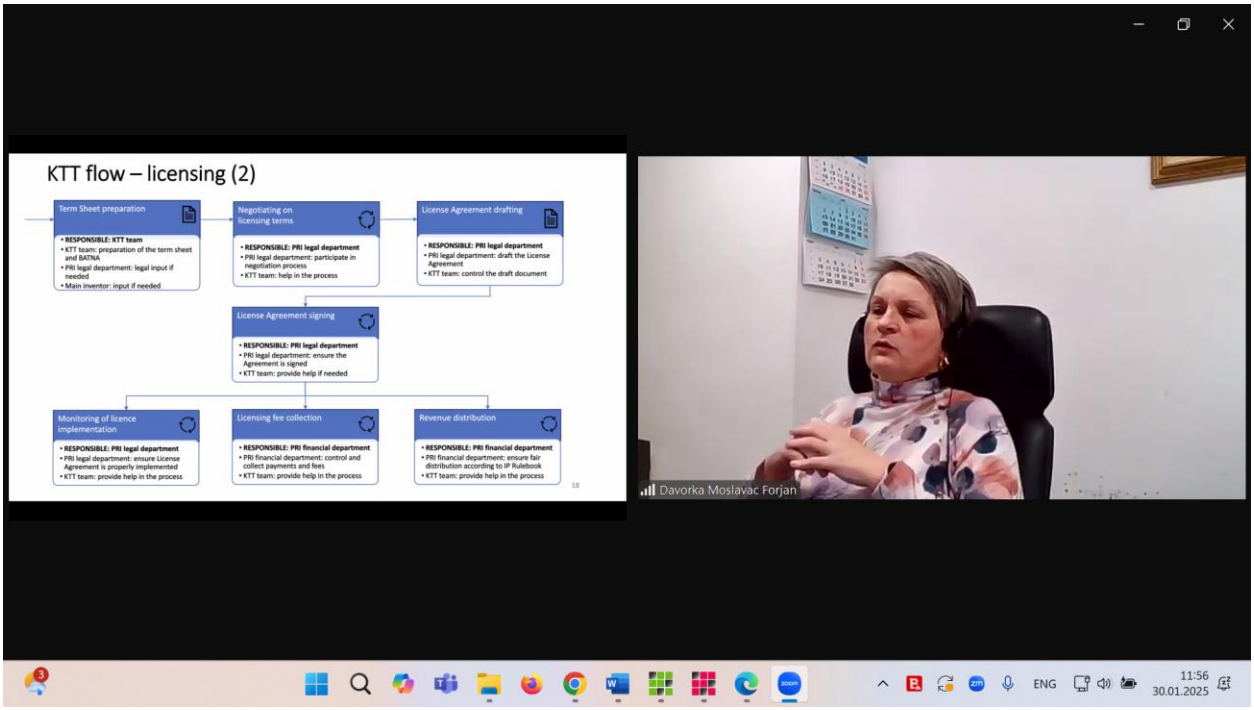

KTT flow - Overview
Invention or Work created
Submission of 3 forms
Preparation of Economic Analysis Form
Decision on IP strategy
Return IPR to Inventor/author
NO
Claim IPR?
YES
IPR protection on behalf of PRI
New company establishment
COMPANY
Commercialisation route?
LICENSING
Appendix 2: Invention or Work Disclosure Form
Appendix 3: Form for the Assessment of the Commercial Potential of the Invention or Work
Appendix 4: Income Distribution Form
List of potential licensees and one-pager
Communication with potential licensee
Licensee interested?
NO
STOP
NDA and pitch preparation
YES
Exchange of confidential information
Licencing deal?
NO
STOP
YES
Negotiating and executing license agreement
Royalty distribution Monitoring execution
13
Davorka Moslavac Forjan

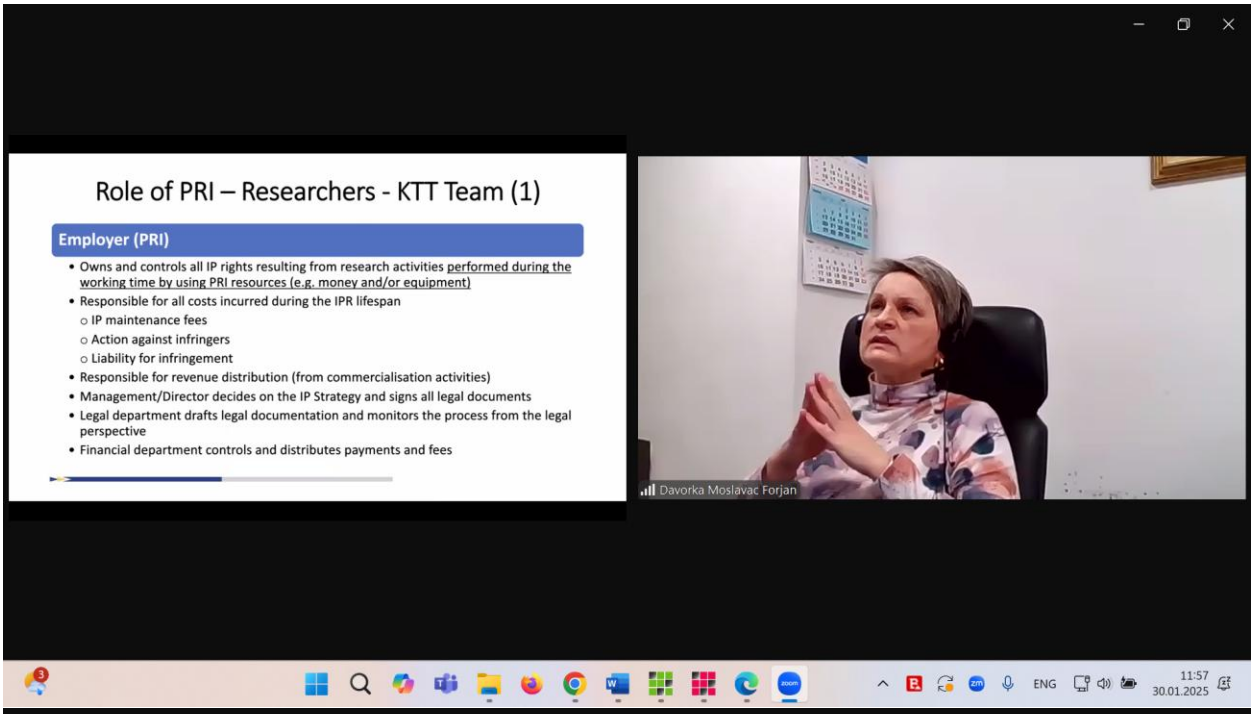

Why Licensing (or other commercialisation route)
A patent is a COST
It needs to be maintained
The costs will mount up quickly
Unused valuable know-how that can be monetised
A licence is a REVENUE STREAM
Patenting costs can be transferred to licensee
Inventors and PRIs can get a return of research investment
PATENT LICENSE AGREEMENT
Davorka Moslavac Forjan

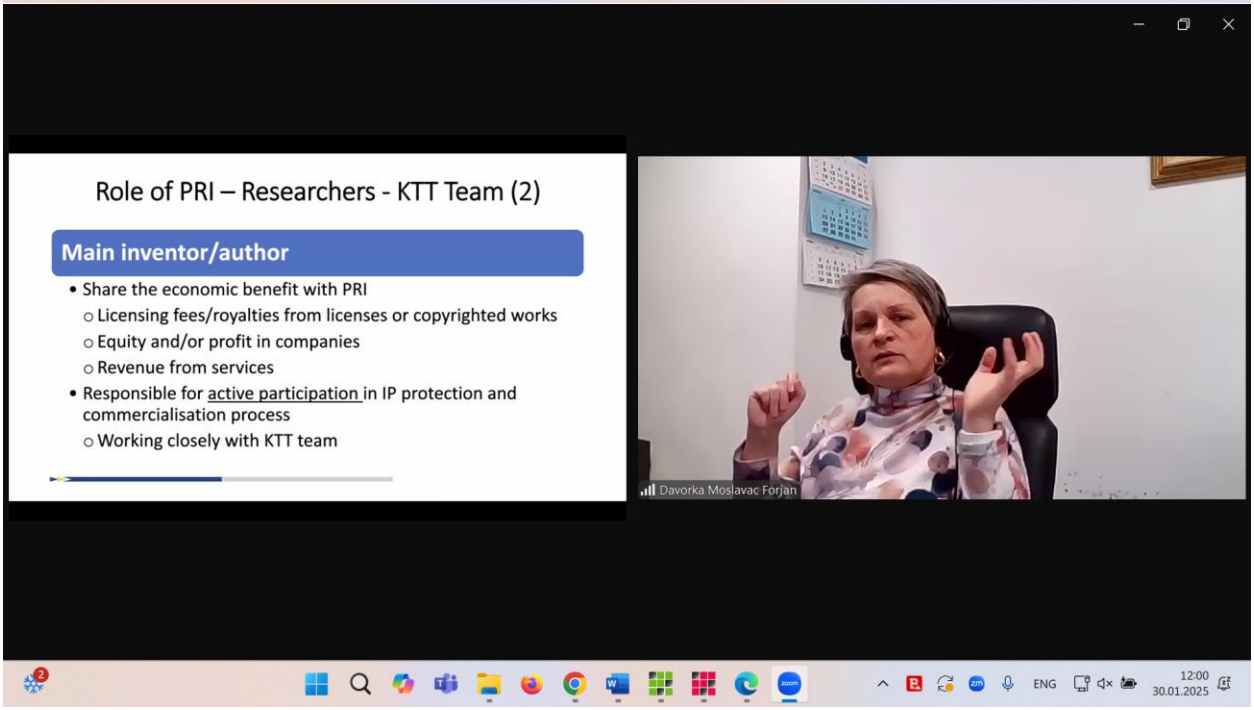

KTT flow (1)
Invention or Work created
Invention or Work Disclosure Form
• RESPONSIBLE: Main inventor/author
• Main inventor: fills in the Form
• KTT team: provide help in the process
Form for the Assessment of the Commercial Potential of the Invention or Work
• RESPONSIBLE: Main inventor/author and KTT team
• Main inventor: fills in the Form
• KTT team: provide help in the process
Income Distribution Form
• RESPONSIBLE: Main inventor/author and KTT team
• Main inventor: fills in the Form
• KTT team: provide help in the process
Economic analysis of the Invention or Work
• RESPONSIBLE: KTT team
• KTT team: perform the analysis based on the input from 3 forms
• Main inventor: provides clarifications if needed
15 days
Economic Analysis Form
• RESPONSIBLE: KTT team
• KTT team: prepare the Form
• Main inventor: provides input if needed
Development of IP Strategy for the Invention or Work
• RESPONSIBLE: PRI Director
• PRI Director: decides on appropriate IP strategy
• KTT team: help with the decision
IP Strategy Decision
• RESPONSIBLE: PRI Director
• PRI Director: signs the Decision
• KTT team: help with the Decision drafting
4 months of receipt of author's notice
15
Davorka Moslavac Forjan

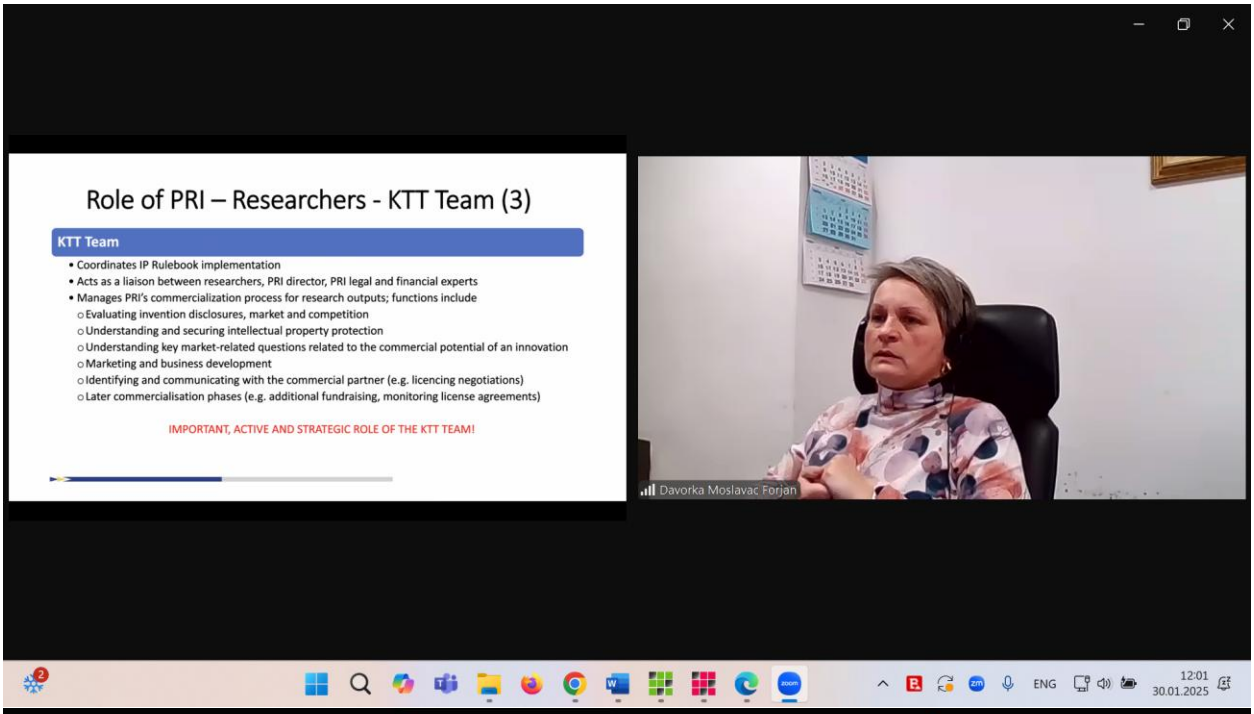

KTT flow (2)
Preparation the documentation for IPR protection
• RESPONSIBLE: PRI legal department
• PRI legal department: collect all the documentation for IPR protection, involve expert attorney if needed
• KTT team: provide help in the process
• Main inventor: provide input for documentation
YES
PRI claims IPR?
NO
Return IPR to the Inventor/Author
• RESPONSIBLE: PRI legal department
• PRI legal department: informs inventor of the decision
• Main inventor: accepts the decision
STOP
IPR protection
• RESPONSIBLE: PRI legal department
• PRI legal department: file and monitor IPR protection, communicate with expert attorney
• KTT team: provide help in the process
Commercialisation route?
COMPANY
New company establishment
• RESPONSIBLE: PRI legal department
• PRI legal department: help with legal issues
• PRI director: decides on ownership
• Main inventor: decides on participation
16
Davorka Moslavac Forjan


KTT flow – licensing (1)
One-pager with value proposition preparation
• RESPONSIBLE: KTT team
• KTT team: prepare one-pager with clearly communicated value proposition
• Main inventor: help with one-pager
STOP
NO
Confidential pitch preparation
• RESPONSIBLE: Main inventor/author
• Main inventor: prepares the pitch
• KTT team: provide help in the process
Intro e-mail with one-pager sent to selected companies
• RESPONSIBLE: KTT team
• KTT team: send email with the attachment
• Main inventor: provide input if needed
Interest raised?
YES
NDA preparation
• RESPONSIBLE: PRI legal department
• PRI legal department: draft the NDA
• KTT team: provide help in the process
• Main inventor: provide input if needed
Licensing deal?
Pitching before the company representatives
• RESPONSIBLE: KTT team
• KTT team: presents the pitch
• Main inventor: provide help in the process
NDA with company signed
• RESPONSIBLE: PRI legal department
• PRI legal department: ensure NDA is signed
• KTT team: provide help in the process
17
Davorka Moslavac Forjan
ENG
11:55
30.01.2025

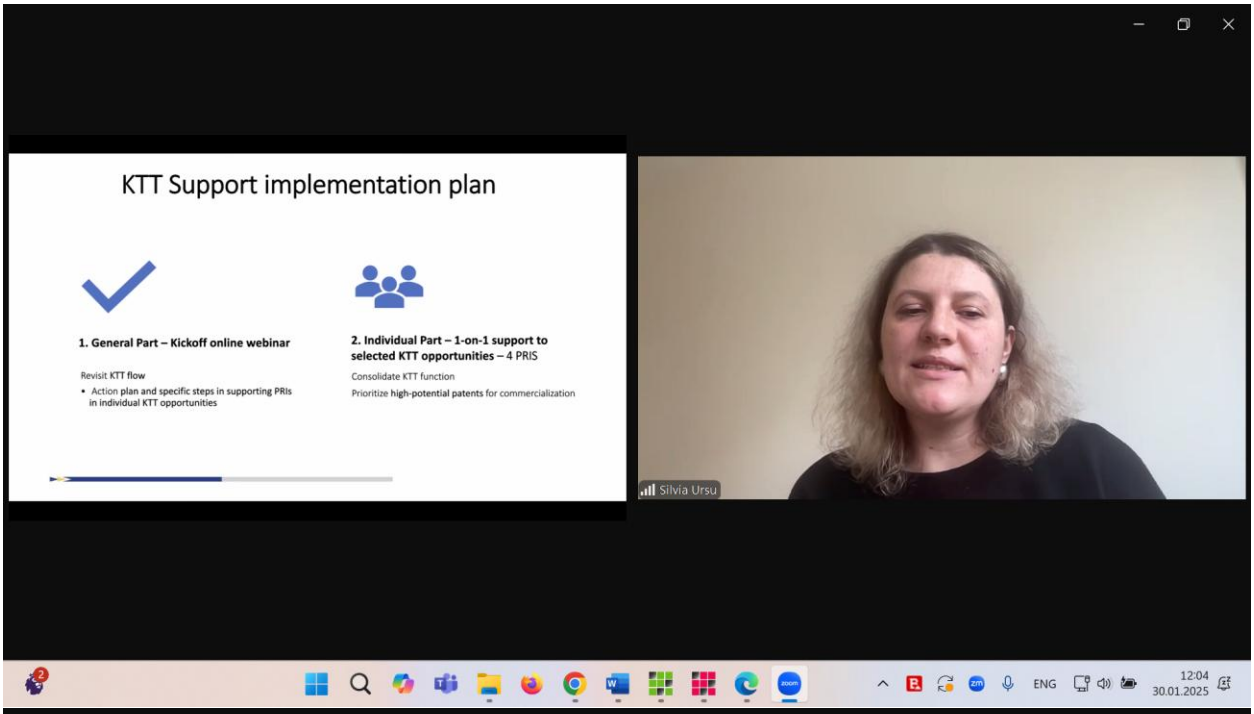

KTT flow – licensing (2)
Term Sheet preparation
• RESPONSIBLE: KTT team
• KTT team: preparation of the term sheet and BATNA
• PRI legal department: legal input if needed
• Main inventor: input if needed
Negotiating on licensing terms
• RESPONSIBLE: PRI legal department
• PRI legal department: participate in negotiation process
• KTT team: help in the process
License Agreement drafting
• RESPONSIBLE: PRI legal department
• PRI legal department: draft the License Agreement
• KTT team: control the draft document
License Agreement signing
• RESPONSIBLE: PRI legal department
• PRI legal department: ensure the Agreement is signed
• KTT team: provide help if needed
Monitoring of licence implementation
• RESPONSIBLE: PRI legal department
• PRI legal department: ensure License Agreement is properly implemented
• KTT team: provide help in the process
Licensing fee collection
• RESPONSIBLE: PRI financial department
• PRI financial department: control and collect payments and fees
• KTT team: provide help in the process
Revenue distribution
• RESPONSIBLE: PRI financial department
• PRI financial department: ensure fair distribution according to IP Rulebook
• KTT team: provide help in the process
18
Davorka Moslavac Forjan
ENG
11:56
30.01.2025

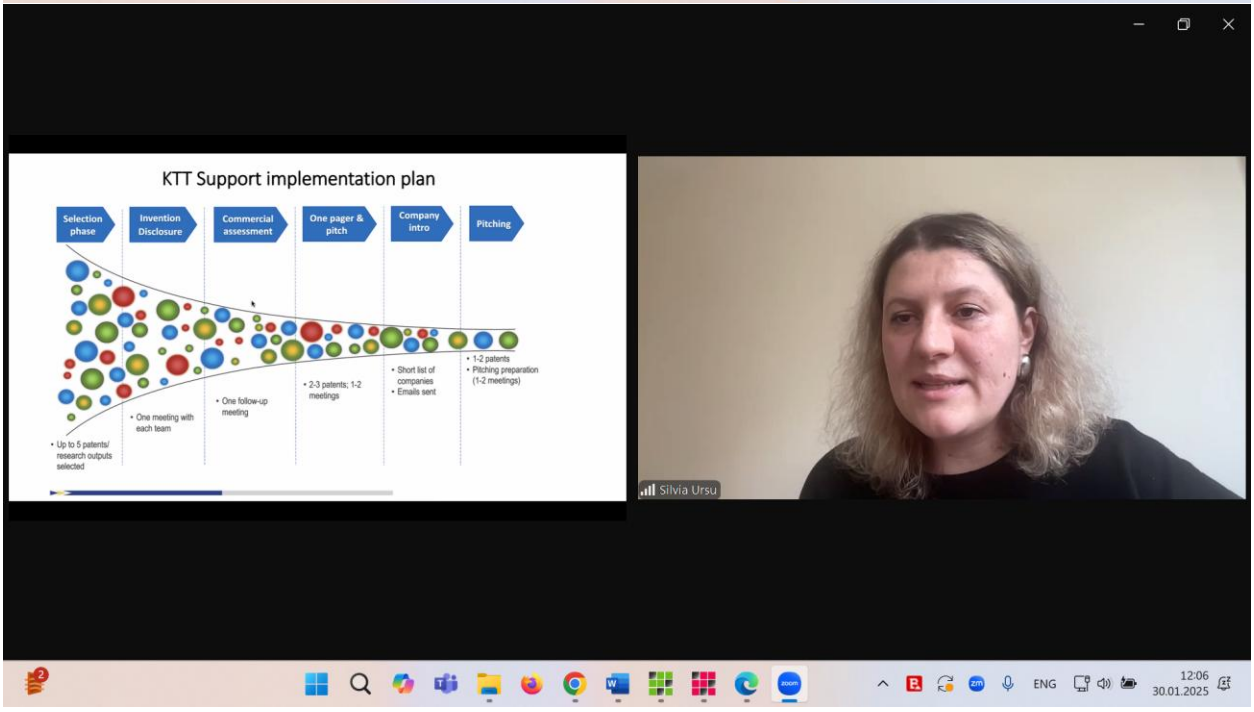

Role of PRI – Researchers - KTT Team (1)
Employer (PRI)
• Owns and controls all IP rights resulting from research activities performed during the working time by using PRI resources (e.g. money and/or equipment)
• Responsible for all costs incurred during the IPR lifespan
○ IP maintenance fees
○ Action against infringers
○ Liability for infringement
• Responsible for revenue distribution (from commercialisation activities)
• Management/Director decides on the IP Strategy and signs all legal documents
• Legal department drafts legal documentation and monitors the process from the legal perspective
• Financial department controls and distributes payments and fees
Davorka Moslavac Forjan
ENG
11:57
30.01.2025

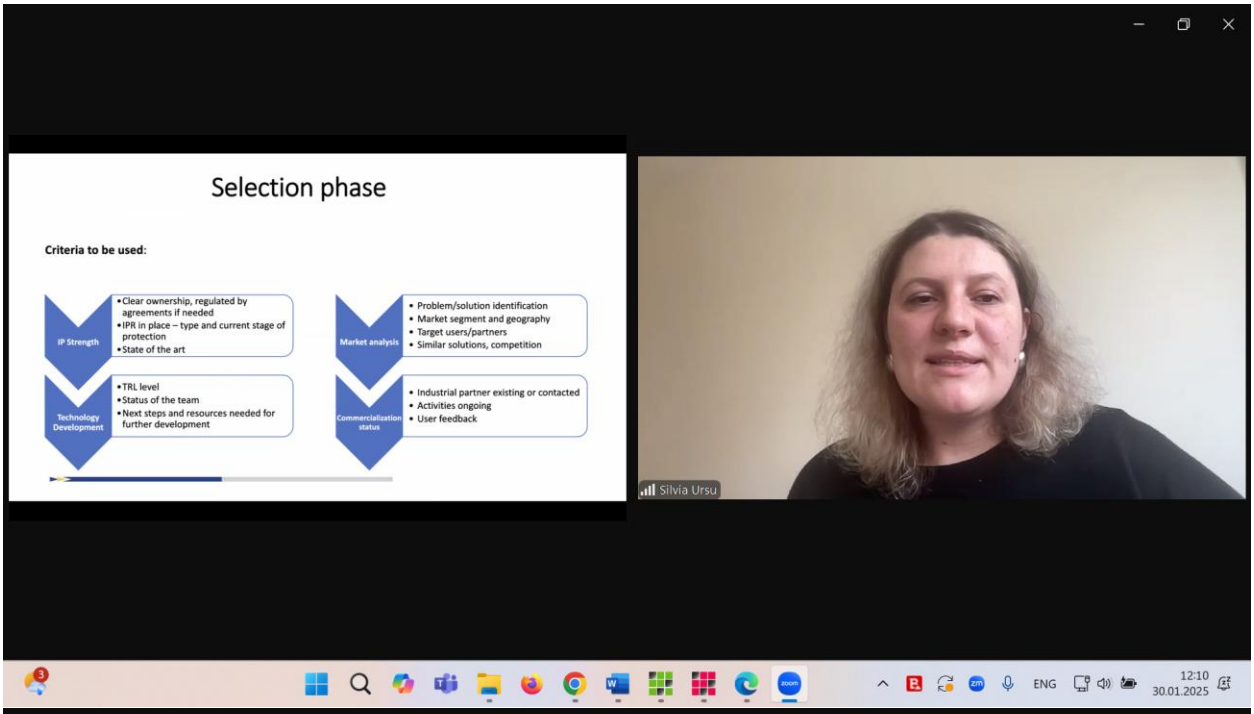

Role of PRI – Researchers - KTT Team (2)
Main inventor/author
• Share the economic benefit with PRI
○ Licensing fees/royalties from licenses or copyrighted works
○ Equity and/or profit in companies
○ Revenue from services
• Responsible for active participation in IP protection and commercialisation process
○ Working closely with KTT team
Davorka Moslavac Forjan
ENG
12:00
30.01.2025

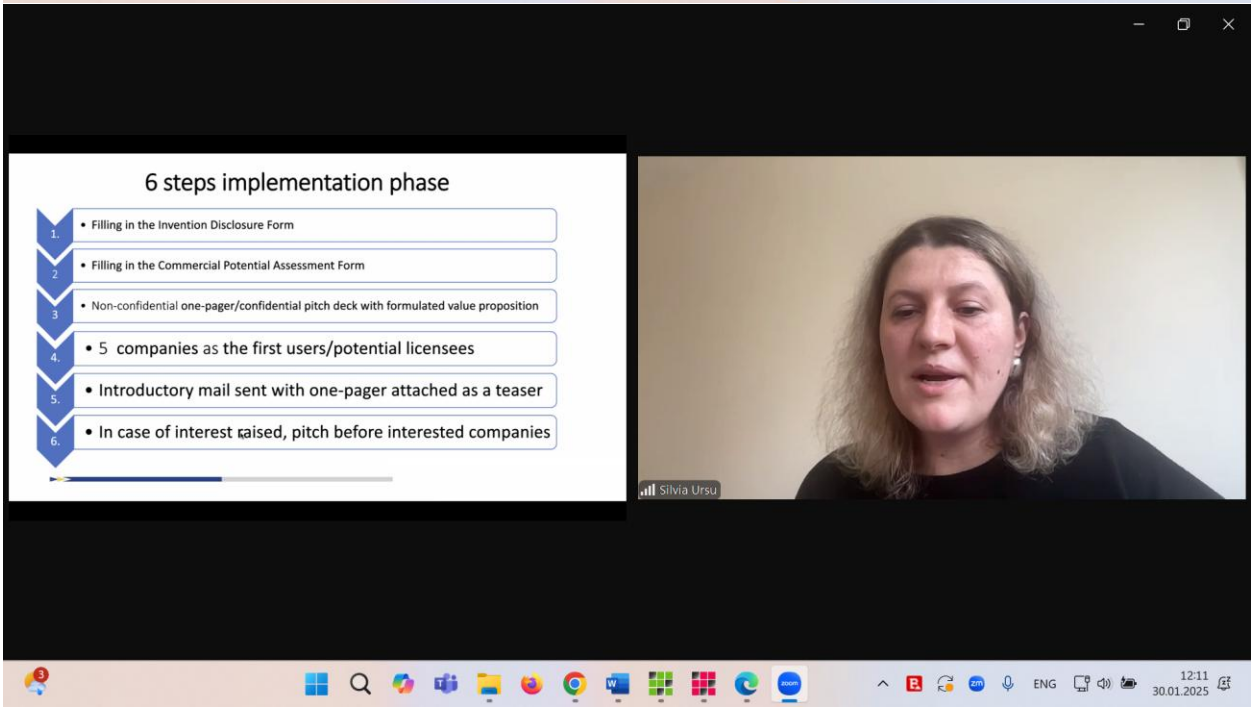

Role of PRI – Researchers - KTT Team (3)
KTT Team
• Coordinates IP Rulebook implementation
• Acts as a liaison between researchers, PRI director, PRI legal and financial experts
• Manages PRI's commercialization process for research outputs; functions include
o Evaluating invention disclosures, market and competition
o Understanding and securing intellectual property protection
o Understanding key market-related questions related to the commercial potential of an innovation
o Marketing and business development
o Identifying and communicating with the commercial partner (e.g. licencing negotiations)
o Later commercialisation phases (e.g. additional fundraising, monitoring license agreements)
IMPORTANT, ACTIVE AND STRATEGIC ROLE OF THE KTT TEAM!
Davorka Moslavac Forjan
ENG
12:01
30.01.2025

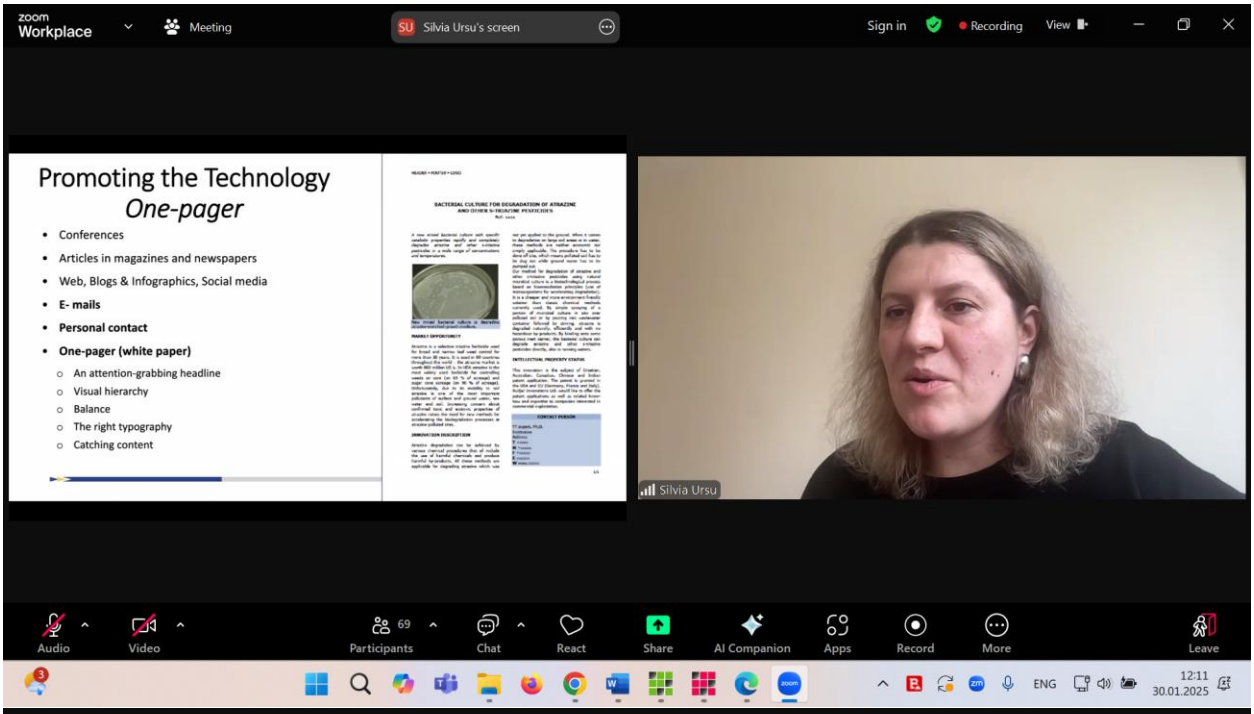
zoom Workplace
Meeting
Silvia Ursu's screen
Sign in
Recording
View
Individual KTT Support Offered by the SRGP Team
Silvia Ursu
Audio
Video
Participants
65
Chat
React
Share
AI Companion
Apps
Record
More
Leave
ENG
12:03
30.01.2025

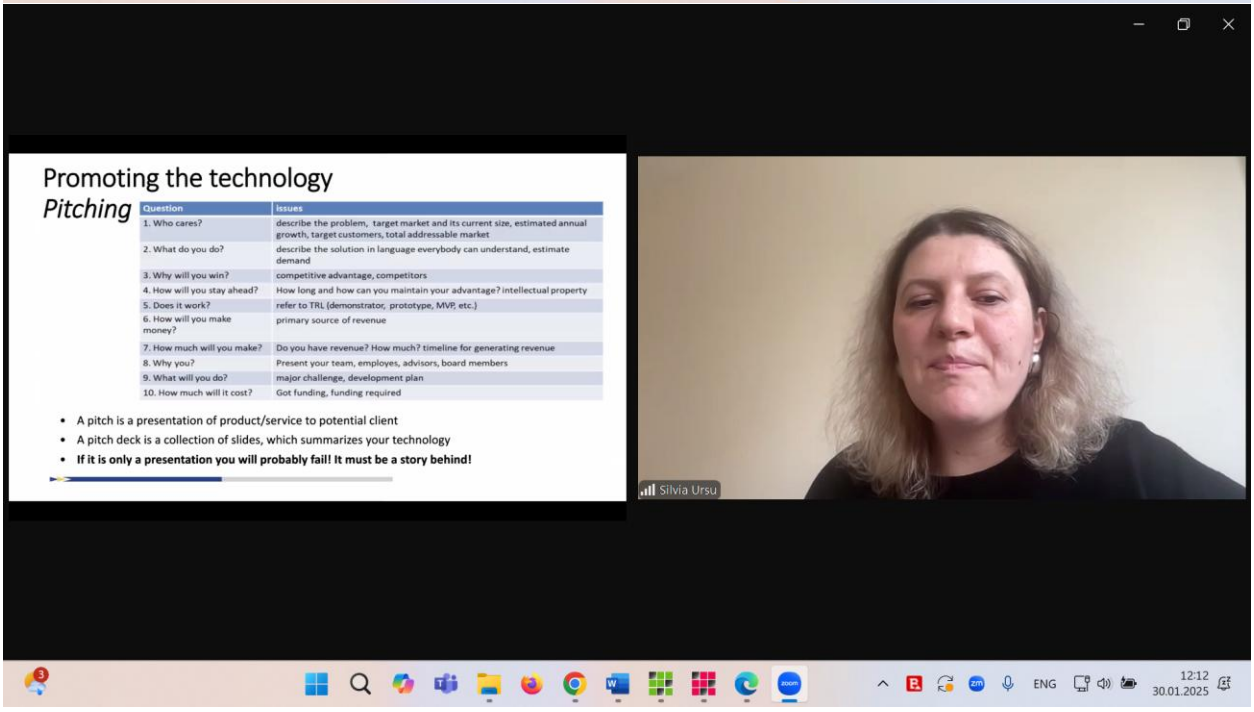

KTT Support implementation plan
1. General Part – Kickoff online webinar
Revisit KTT flow
• Action plan and specific steps in supporting PRIs in individual KTT opportunities
2. Individual Part – 1-on-1 support to selected KTT opportunities – 4 PRIS
Consolidate KTT function
Prioritize high-potential patents for commercialization
Silvia Ursu
ENG
12:04
30.01.2025

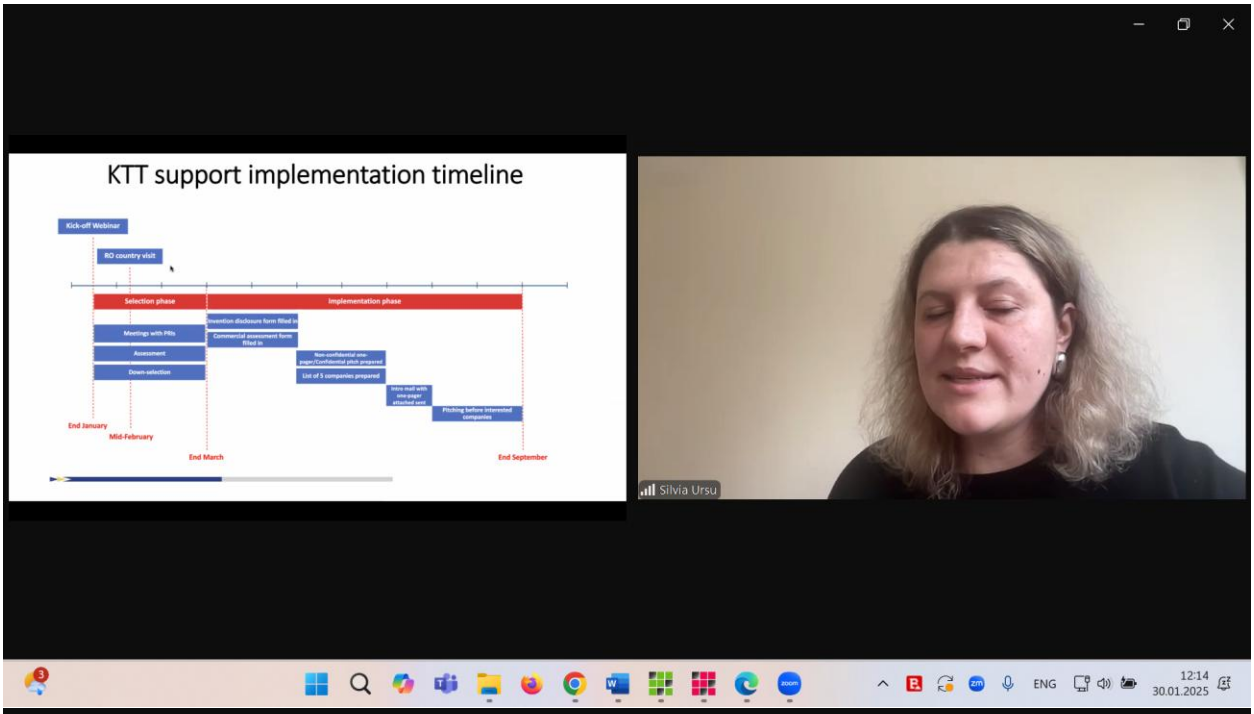

KTT Support implementation plan
Selection phase
Invention Disclosure
Commercial assessment
One pager & pitch
Company intro
Pitching
• Up to 5 patents/ research outputs selected
• One meeting with each team
• One follow-up meeting
• 2-3 patents; 1-2 meetings
• Short list of companies
• Emails sent
• 1-2 patents
• Pitching preparation (1-2 meetings)
Silvia Ursu
ENG
12:06
30.01.2025

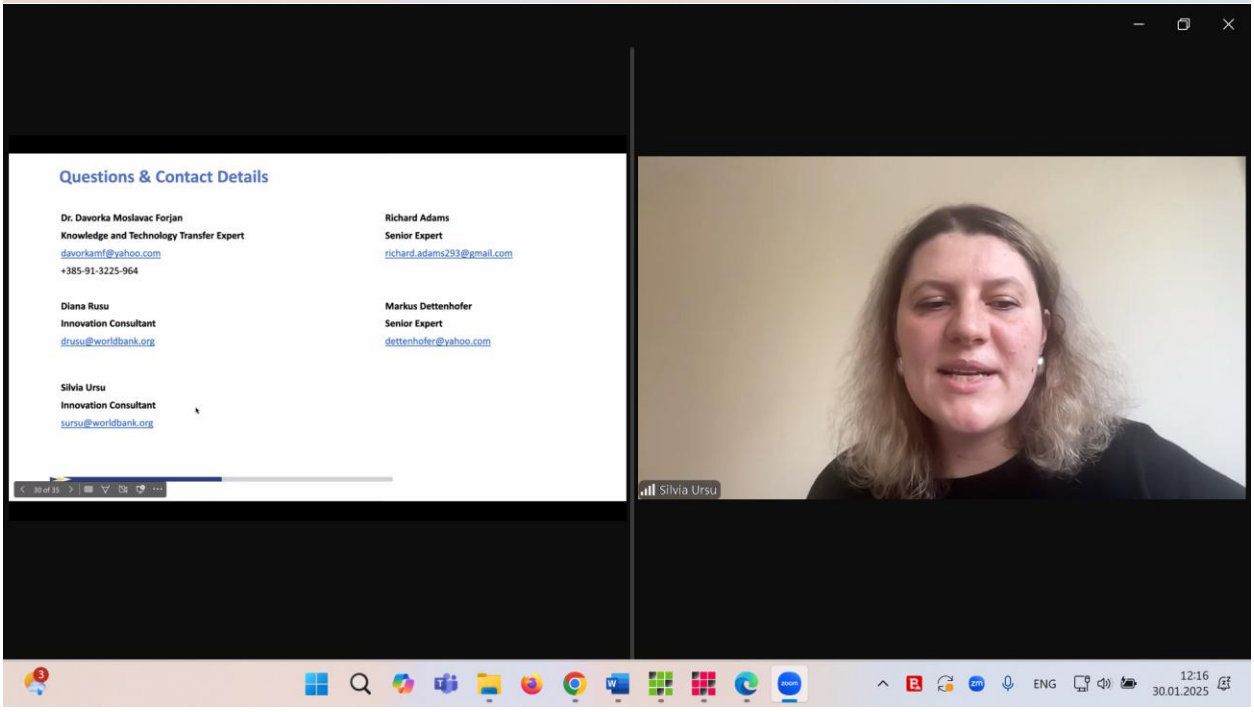

Selection phase
Criteria to be used:
IP Strength
•Clear ownership, regulated by agreements if needed
•IPR in place – type and current stage of protection
•State of the art
Market analysis
• Problem/solution identification
• Market segment and geography
• Target users/partners
• Similar solutions, competition
Technology Development
•TRL level
•Status of the team
•Next steps and resources needed for further development
Commercialization status
• Industrial partner existing or contacted
• Activities ongoing
• User feedback
Silvia Ursu


6 steps implementation phase
1. • Filling in the Invention Disclosure Form
2 • Filling in the Commercial Potential Assessment Form
3 • Non-confidential one-pager/confidential pitch deck with formulated value proposition
4. • 5 companies as the first users/potential licensees
5. • Introductory mail sent with one-pager attached as a teaser
6. • In case of interest raised, pitch before interested companies
Silvia Ursu


zoom Workplace
Meeting
Silvia Ursu's screen
Sign in
Recording
View
Promoting the Technology
One-pager
Conferences
Articles in magazines and newspapers
Web, Blogs & Infographics, Social media
E- mails
Personal contact
One-pager (white paper)
An attention-grabbing headline
Visual hierarchy
Balance
The right typography
Catching content
Silvia Ursu
Audio
Video
69
Participants
Chat
React
Share
AI Companion
Apps
Record
More
Leave
ENG
12:11
30.01.2025


Promoting the technology
Pitching
Question
Issues
1. Who cares?
describe the problem, target market and its current size, estimated annual growth, target customers, total addressable market
2. What do you do?
describe the solution in language everybody can understand, estimate demand
3. Why will you win?
competitive advantage, competitors
4. How will you stay ahead?
How long and how can you maintain your advantage? intellectual property
5. Does it work?
refer to TRL (demonstrator, prototype, MVP, etc.)
6. How will you make money?
primary source of revenue
7. How much will you make?
Do you have revenue? How much? timeline for generating revenue
8. Why you?
Present your team, employes, advisors, board members
9. What will you do?
major challenge, development plan
10. How much will it cost?
Got funding, funding required
A pitch is a presentation of product/service to potential client
A pitch deck is a collection of slides, which summarizes your technology
If it is only a presentation you will probably fail! It must be a story behind!
Silvia Ursu
ENG
12:12
30.01.2025


KTT support implementation timeline
Kick-off Webinar
RO country visit
Selection phase
Implementation phase
Meetings with PIIs
Assessment
Down-selection
Invention disclosure form filled in
Commercial assessment form filled in
Non-confidential one-pager/Confidential pitch prepared
List of 5 companies prepared
Intro mail with one-pager attached sent
Pitching before interested companies
End January
Mid-February
End March
End September
Silvia Ursu
ENG
12:14
30.01.2025


Questions & Contact Details
Dr. Davorka Moslavac Forjan
Knowledge and Technology Transfer Expert
davorkamf@yahoo.com
+385-91-3225-964
Richard Adams
Senior Expert
richard.adams293@gmail.com
Diana Rusu
Innovation Consultant
drusu@worldbank.org
Markus Dettenhofer
Senior Expert
dettenhofer@yahoo.com
Silvia Ursu
Innovation Consultant
sursu@worldbank.org
30 of 35
Silvia Ursu
ENG
12:16
30.01.2025