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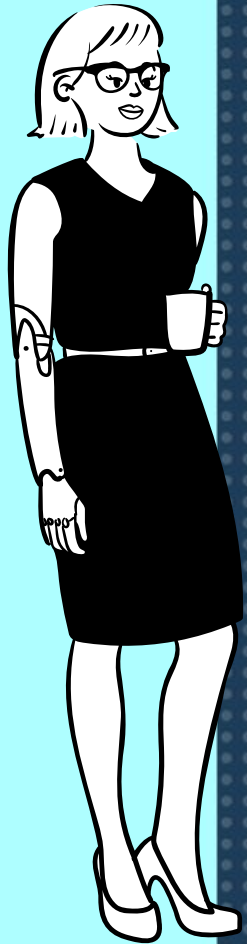
TRANSFER OF INNOVATION: FROM THE LAB TO THE MARKET

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GENEVA, 30 SEPTEMBER 2022

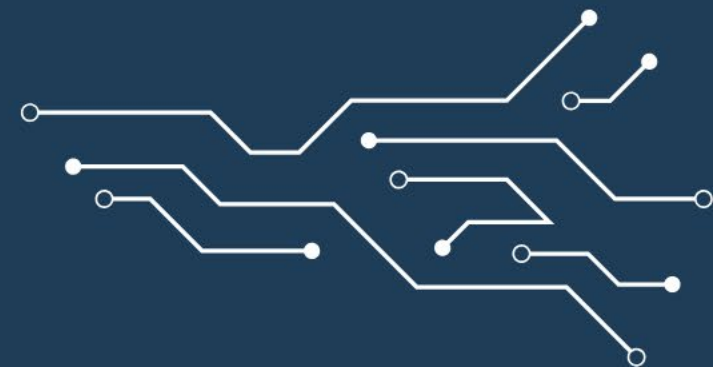
INTRODUCTION

- Defining “technology transfer” and its missions
- Lifecycle of technology transfer
- Successful technology transfers from academia to the industry

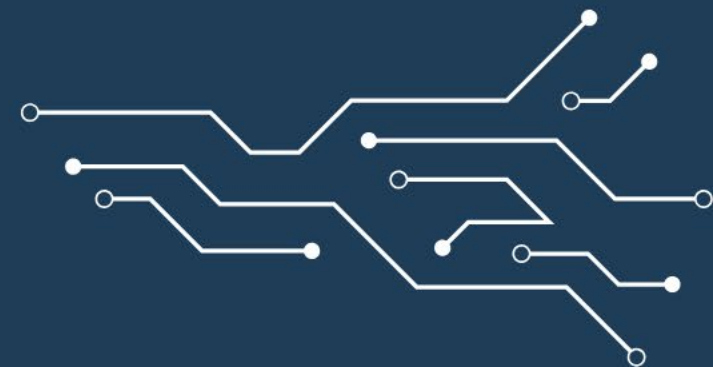
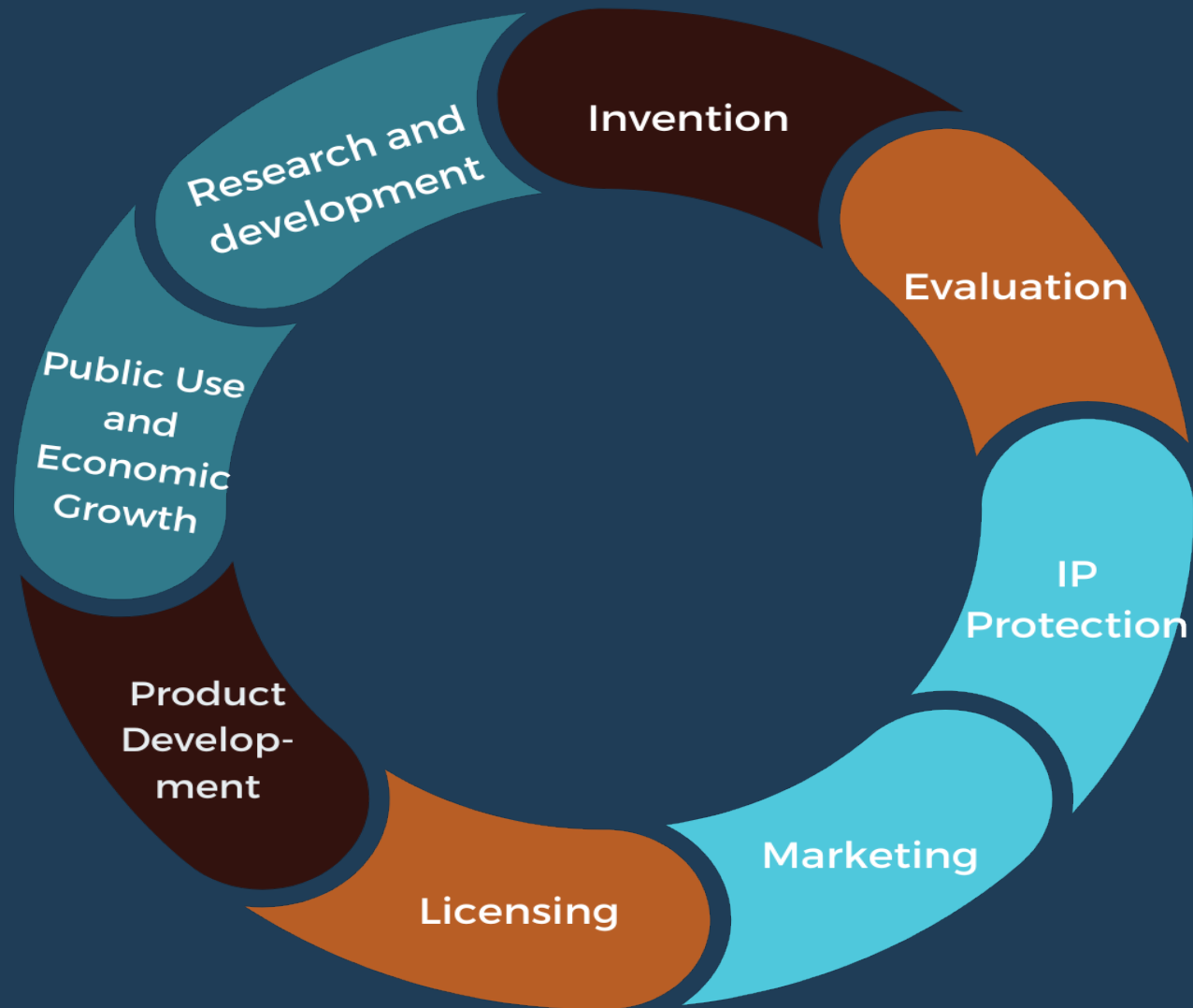


DEFINING TECHNOLOGY TRANSFER

Technology transfer means the process of conveying results stemming from scientific and technological research to the market place and to wider society, along with associated skills and procedures, and is as such an intrinsic part of the technological innovation process



TECHNOLOGY TRANSFER CYCLE



EXAMPLE

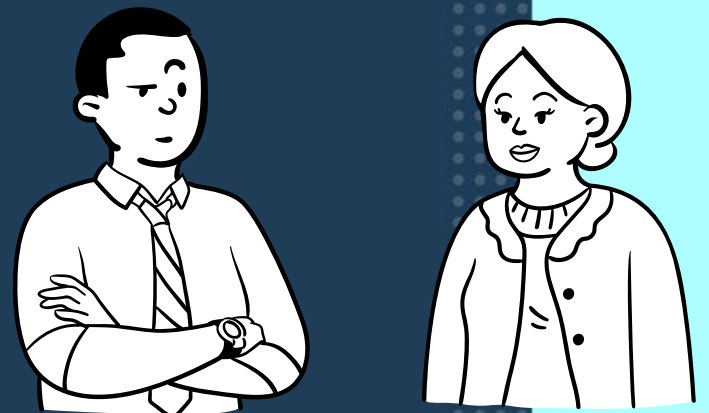
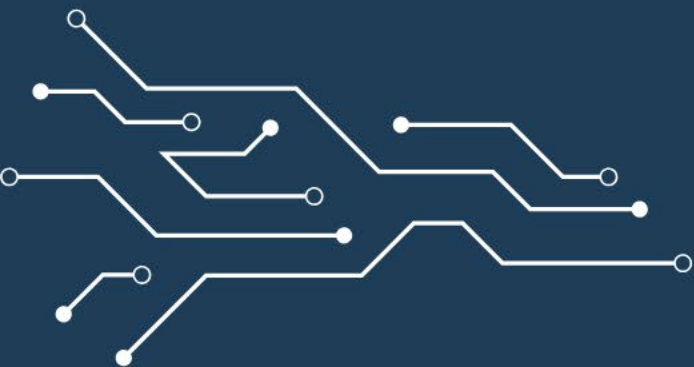


Larry Page & Sergey Brin



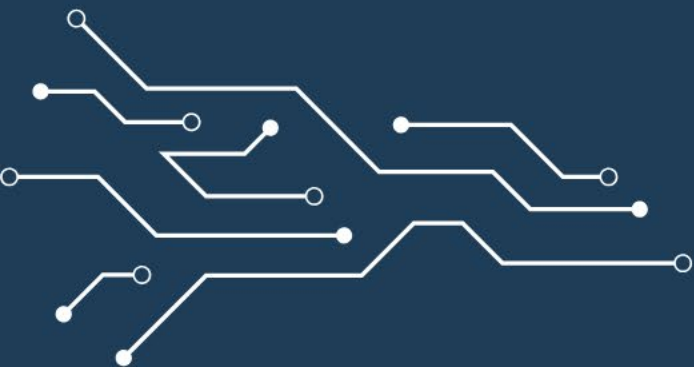
SOMEWHAT DIFFERENT GOALS

- **Researchers' goals:** freedom to perform a high-quality fundamental scientific research in the long term, and to obtain and publish the results
- **Industry goals:** to solve a technical or a health problem in a short term, to develop a competitive product, to acquire exclusive IPR, to keep secrecy for competitive advantage, and to increase return on research investment



LEGAL ISSUES IN TECHNOLOGY TRANSFERS

- Ownership and sharing of intellectual property rights (IPR)
- Dissemination of research results (publication and conferences)
- Commercialisation of IPR and revenue sharing
- Complexity of local and national laws, institutional directives and IP policies



LAUNCHING RESEARCH

- Searching for partners:

Academic vs. Industry partners

- Discussion and elaboration of research plan

Confidentiality vs. dissemination

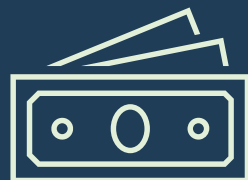
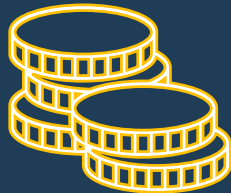
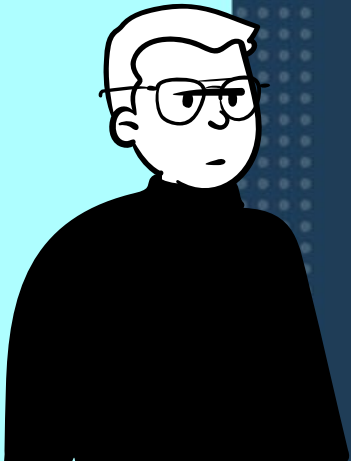
- Identification of Background IP and contributions of the parties (including any possible data, biological or human material transfer)



FUNDING RESEARCH

Government funding vs. private funding

- Swiss innovation agency - Innosuisse
- Swiss National Science Foundation – SNSF
- Cantonal grants
- Horizon Europe - EU funding program
- Industry funding



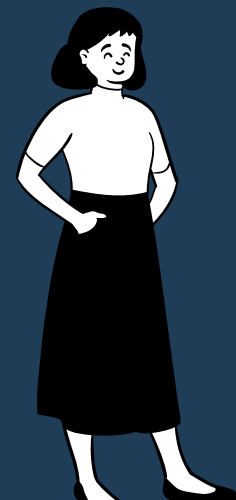
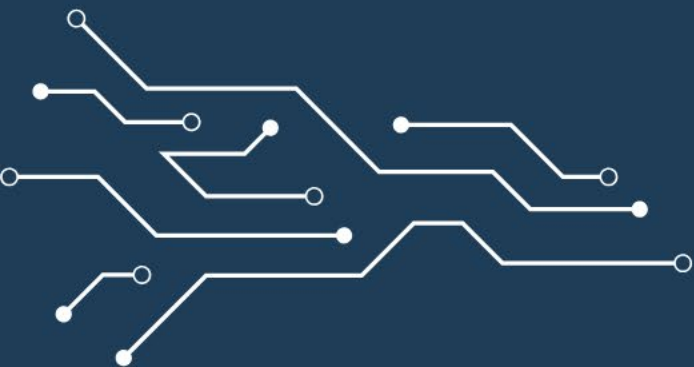
BUILDING COLLABORATION

- Research collaboration vs. Service agreements
- Framework agreements vs. Specific project agreements
- EU Consortium agreements (DESCA and Grant agreement)
- Data use and transfer agreements
- Biological material and human material transfer agreements



IDENTIFICATION AND PROTECTION OF COLLABORATION RESULTS

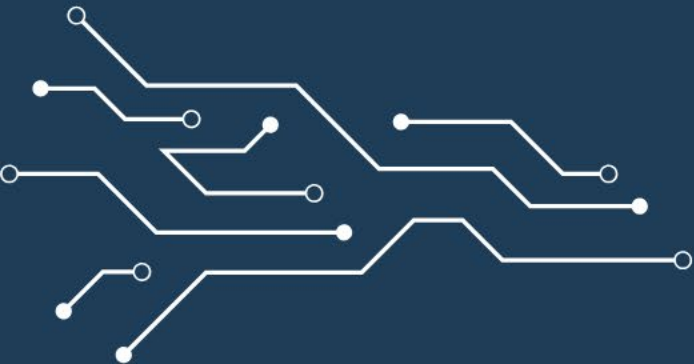
- Invention/software disclosure
- Analysis of the invention/software for protection
- Decision regarding the IP protection
- IP ownership and management agreement




MANAGEMENT AND EXPLOITATION

Decision on how to manage the IP:


- Collaboration with industry vs. spin-off
- License vs. assignment



Two 3D cartoon men are shaking hands. The man on the left has dark hair and a beard, wearing a dark suit and brown shoes. The man on the right has brown hair, a beard, and glasses, wearing a dark suit with an orange tie and brown shoes. They are standing on a dark blue background with a light blue vertical bar on the left and a white dotted pattern.

Thanks for
a great
deal!

Likewise! I
look forward
to working
with you.

A decorative graphic of white circuit lines with small circles at the ends, resembling a network or data flow diagram, located in the bottom right corner of the image.