

GSI HEPTech workshop Academia meets Industry

Achieving valorisation success

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- Founded by inno AG in 2003.
- Fully private.
- Multidisciplinary team of 20+ academics.
- Mission: Valorise research results and potentials
- Partners with public research institutions
HEIs ca 15
Research institutes ca 15
- Screening and evaluating 100+ technologies per annum, instrumental to filing of 300+ patents and 100+ licensing agreements.
- Portfolio of 15 young growth companies.



Overview of key topics

- It takes innovation to strive for welfare, cohesion, and environmental sustainability simultaneously.
- Is the tax payer maximising his return on investment when he places his money in research?
- PPPs in the innovation value chain.

Return on investment into research

- ? Return not expected, because research is a value on its own.
- ? Investment into research should generate direct financial profits (after an initial ramp up phase).
- ! From maximising input to value creation: Define the currency of the return and the functions to be served.

Increase the welfare of the taxpayer by

- Boosting the innovation success of existing businesses
 - Raise awareness for new challenges and potentials
 - Research partner
 - Equipment provider
 - Source of qualified staff
 - Solution provider
 - Cluster engine ...

Increase the welfare of the taxpayer by

- Attracting companies from abroad ...
- Spinning out new growth companies ...
- Developing and disseminating to society new approaches to achieve environmental sustainability.
- ...

The respective research body

- needs to be capable to serve these functions better than any other organisation; i.e. it
 - needs to be dedicated to excellence in research and needs the resources to achieve excellence. We need basic research.
 - needs to be well reputed and intensively interwoven with the respective target groups.

The respective research body and its TT unit

- needs to be motivated to serve these functions; i.e. it
 - needs to be incentivised to serve these functions at institutional level (e.g. money flows attached to rankings, paid services, success fees)
- and
- individual level (e.g. career paths, financial incentives, reputational effects/awards)

The respective research body

- needs to complement its internal competence base to serve these functions; i.e. it
 - needs to draw upon the best external partners for those functions he cannot or does not want to serve.
- Quality criteria include e.g. dedication to results, reputation/position towards researchers and markets, track record/competence, drive to act (not just talk).

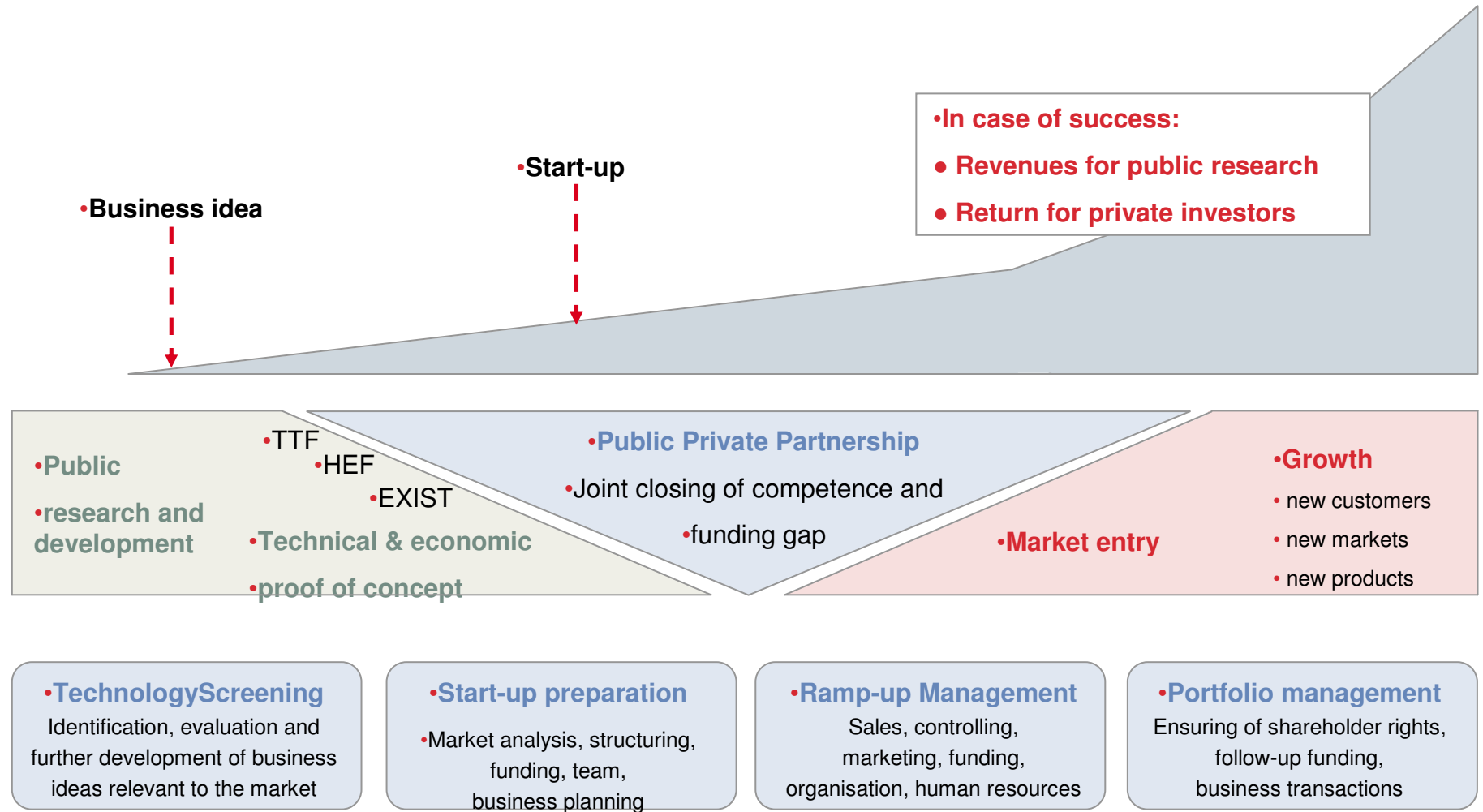
It is not so easy

- The individual researcher typically prefers to remain a researcher.
- The research institution must not become a profit-oriented business.
- Industry often comments: „too early“, „we need to see a proof of concept“.
- Valorisation should not be delegated out of sight.
- PPP!

•Further development of promising technologies



•Challenges with respect to start-ups



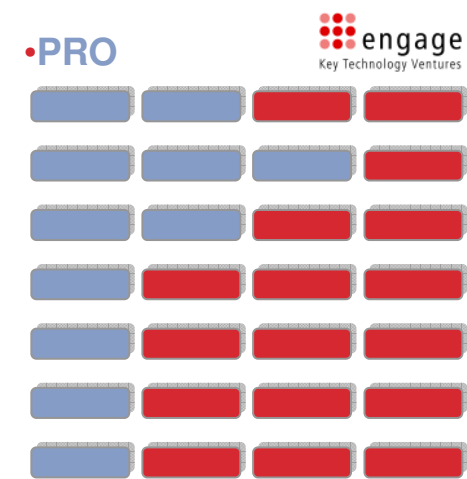
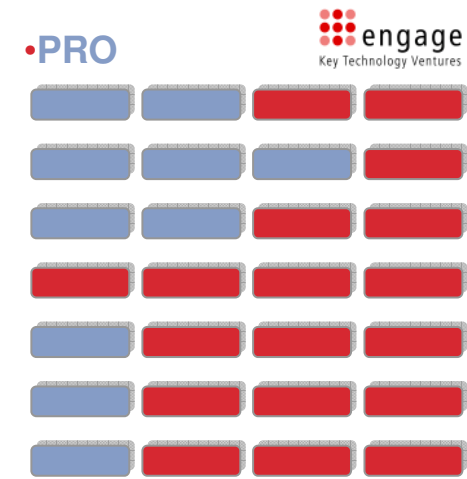
• Examples for job sharing (I)

• Technology screening

- Creating a favourable framework structure for valorisation
- General advice/support to researchers in terms of valorisation
- Identification and evaluation of inventions, technologies and business ideas
- Identification and quantification of market potentials, feasibility studies
- Development and agreeing on the adequate valorisation strategy
- Continuous dialogue with (potential) clients and investors
- Support to raising financial means for technology and product development

• Patenting, Licensing

- Creating and implementing standards for the patenting and licensing process
- Personal advice/coaching of inventors, workshops
- Evaluation of invention disclosures
- Organising patent filing(domestic and international)
- Search for and evaluation of suitable licensing partners/buyers
- Support to negotiations and contract management
- Support to patent portfolio management



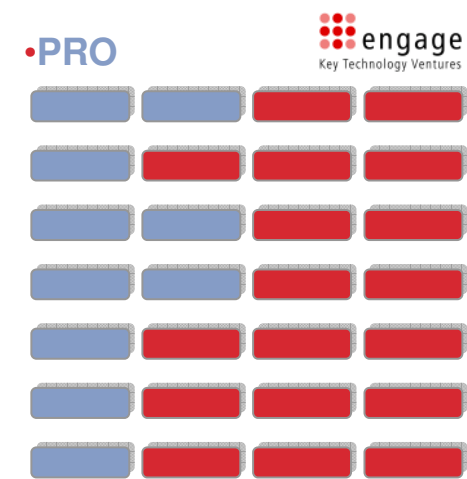
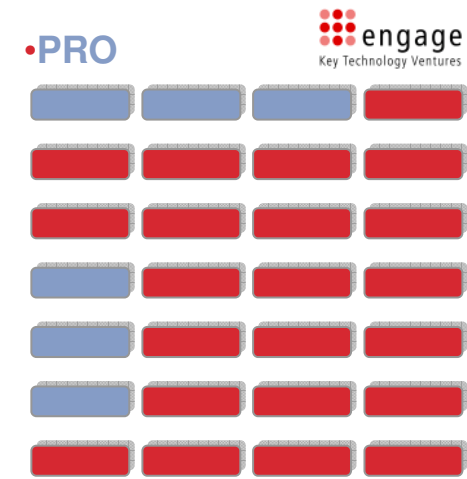
•(Darstellung in Anlehnung an Ascenion GmbH)

• **Spin offs**

- Initial advice of and support to researchers considering to become an entrepreneur
- Development of market relevant business ideas
- Translation of business ideas into a business model
- Secure further development and financing of promising approaches
- Development of a business plan and structuring of the spin off
- Coaching/mentoring of the spin off
- If applicable interim management

• **Administration/management of portfolio**

- Definition of standards for taking shares in spin offs
- Due Dilligence of spin off candidates
- Operational support to becoming a shareholder after PRO has finally decided
- Design of the interface spin off – PRO
- Representation in supervisory bodies
- Continuous controlling
- Support in next financing rounds, exits ...



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