

Open Transfer



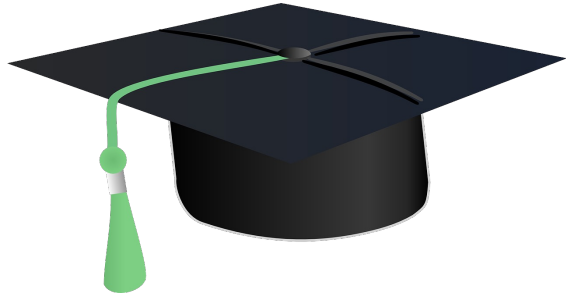
Presenter: Dr. Vladimir Voroshnin

Contributor: Dr. Kathrin Göbel, Dr. Tugba Arci

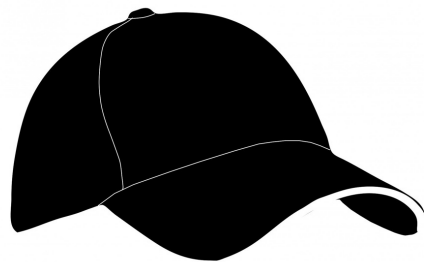
Open Transfer

- Tech Transfer concept and goals
- Openness for Tech Transfer
- Value proposition from Open Transfer

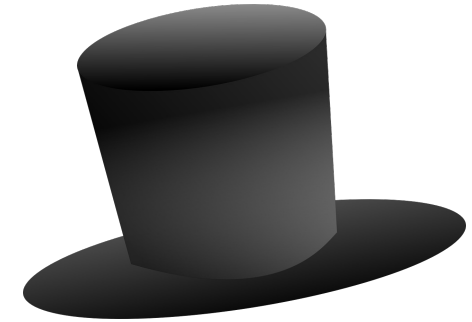
Presenter: different hats



**Researcher &
Open Data
advocate**



**Hardware
developer**



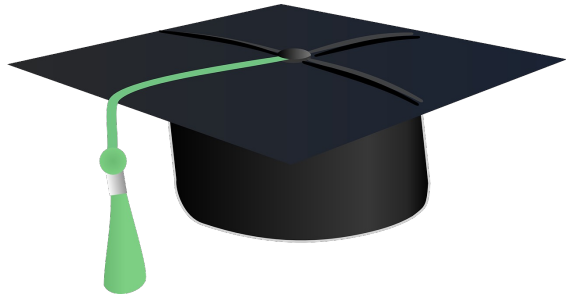
**Technology
Transfer**



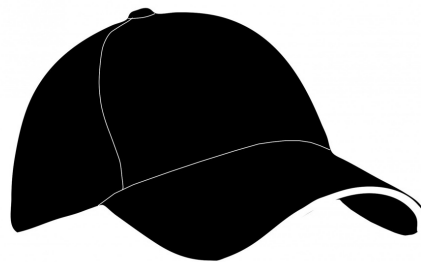
**Spin-off
Founder**

**Open
Transfer**

Presenter: different hats

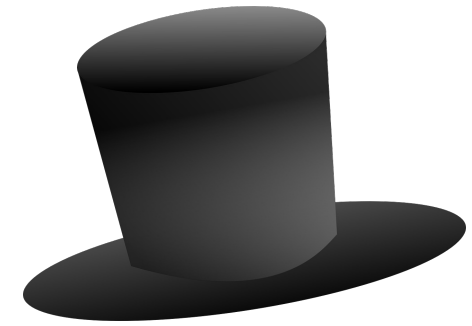


**Synergy and social
impact of collaborative
work**



- **Parts to build from**
- **feel useful**
- **be recognized**

**Open
Transfer**



**To built value around
academic results
(increase the impact)**



**Self-sustainable,
independent & profitable**

What is OPEN?

Open = Open to Access (Publications)

Open = Free to Utilize

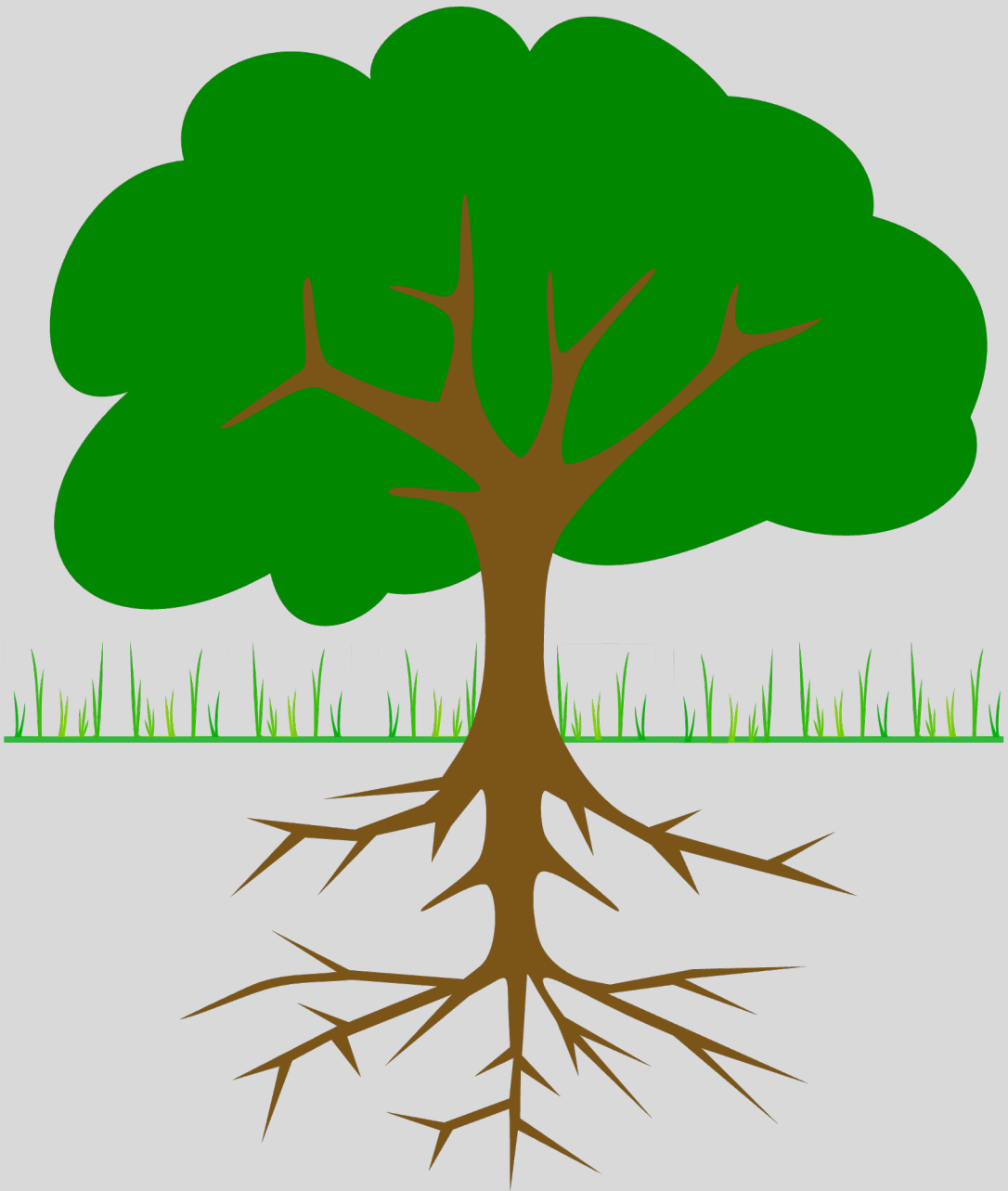
- Text (Materials, code ...)
- Inventions (Ideas, methods, ...)

Open = Free to Use (Free Service)

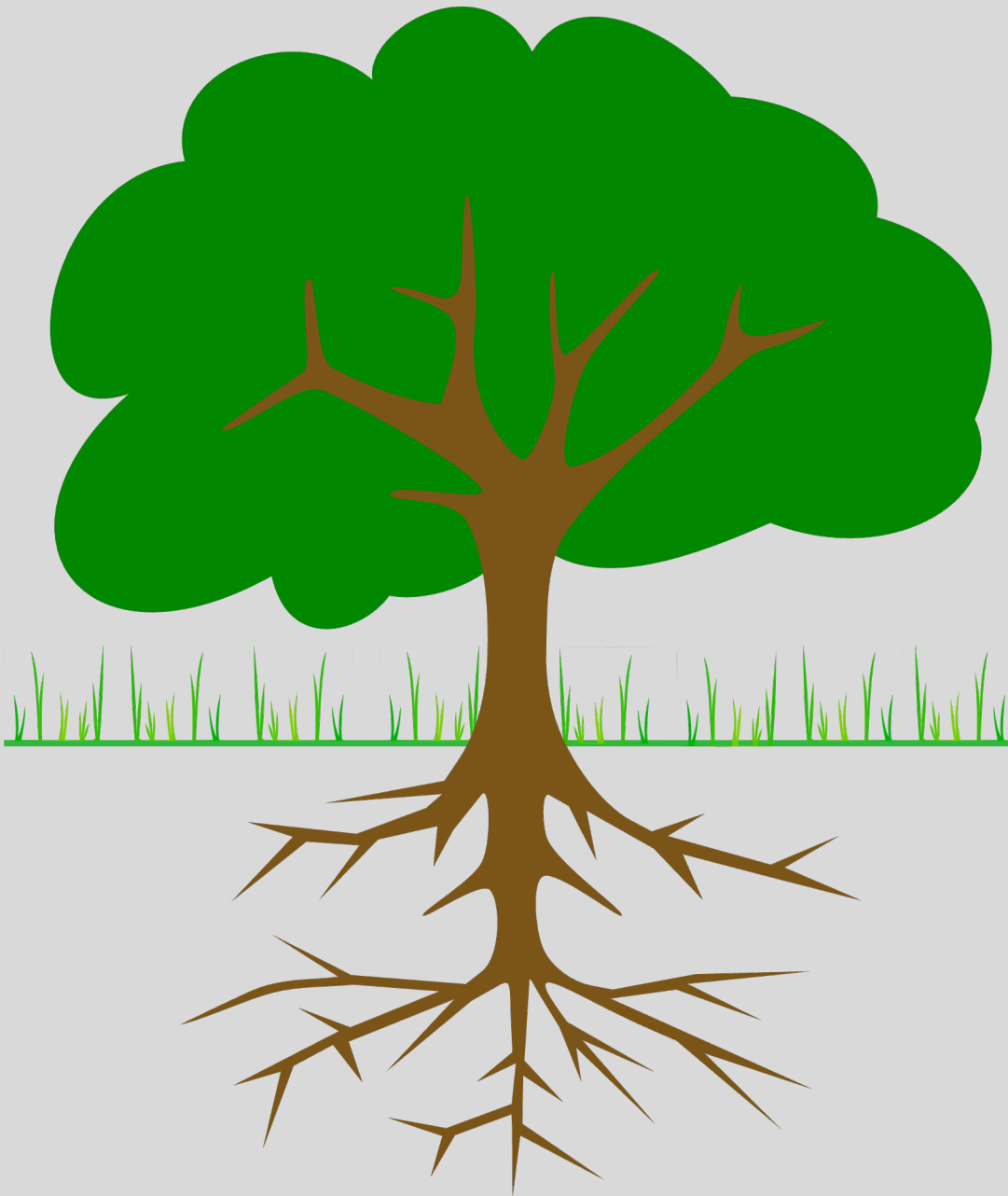
Open = Open for Customers (Open Lab)

Open = Open Door (Transparency)

Open = Open License (Open Source)



Technology Transfer

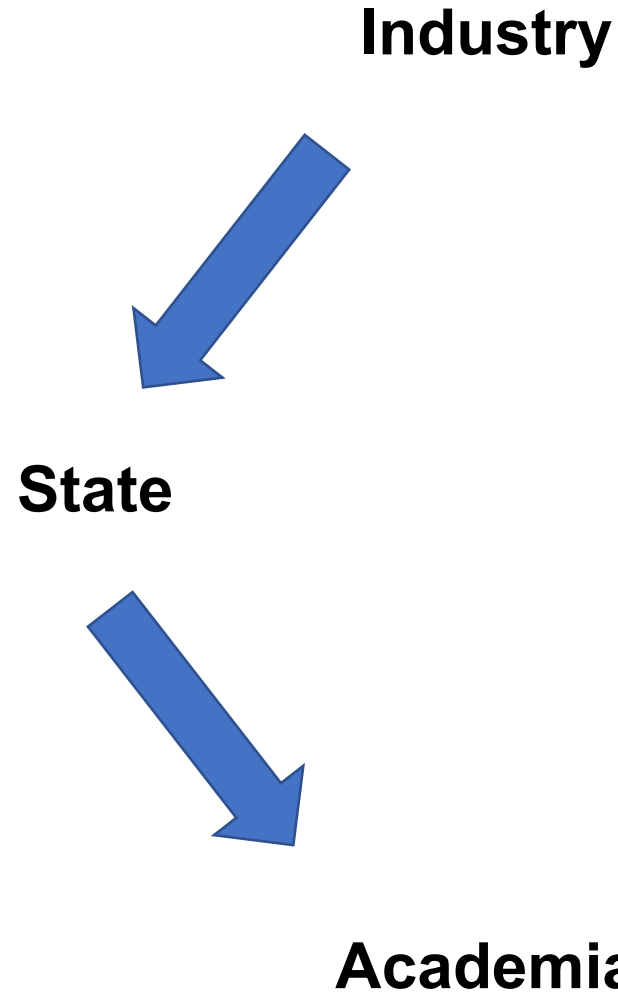
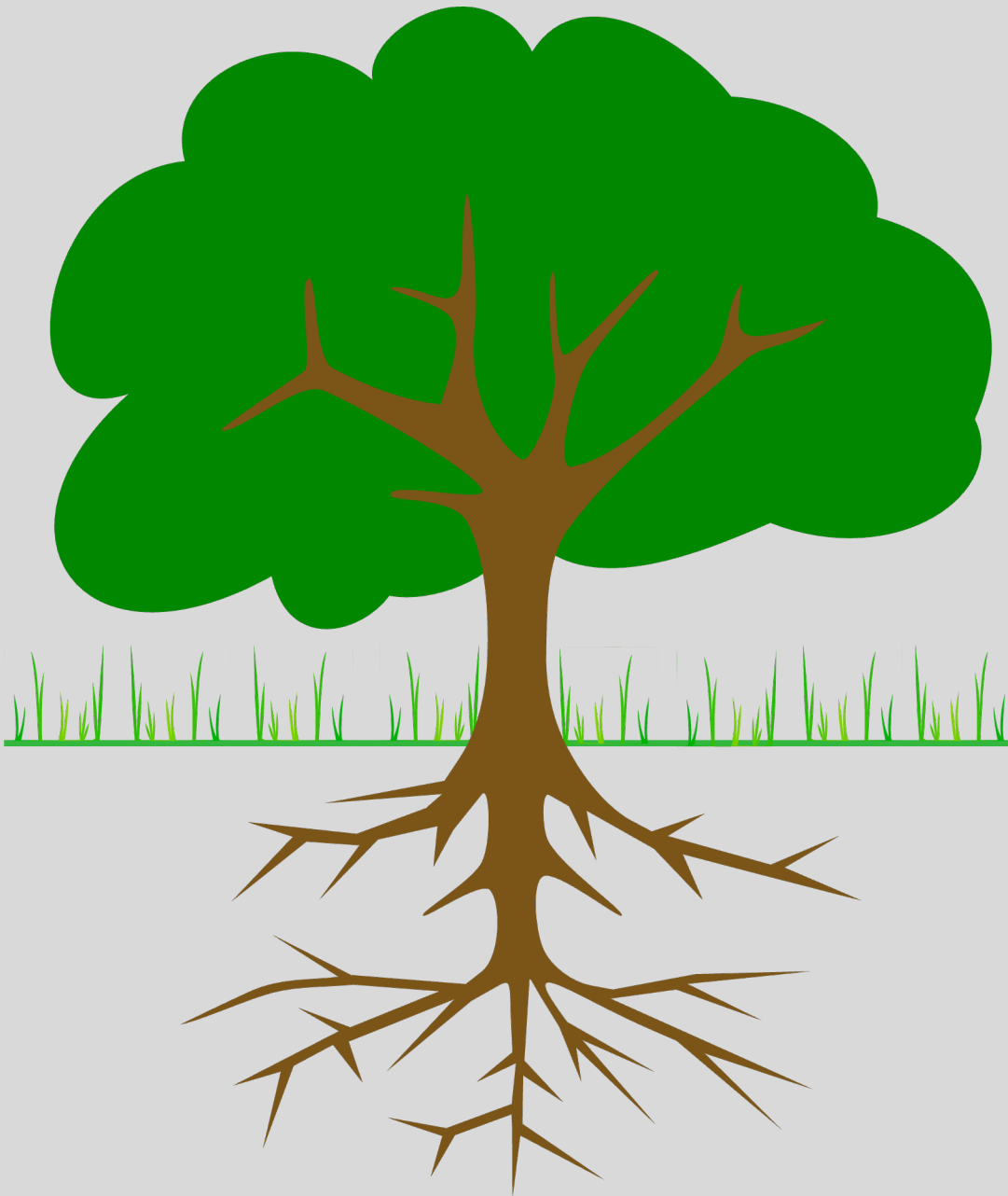


Industry

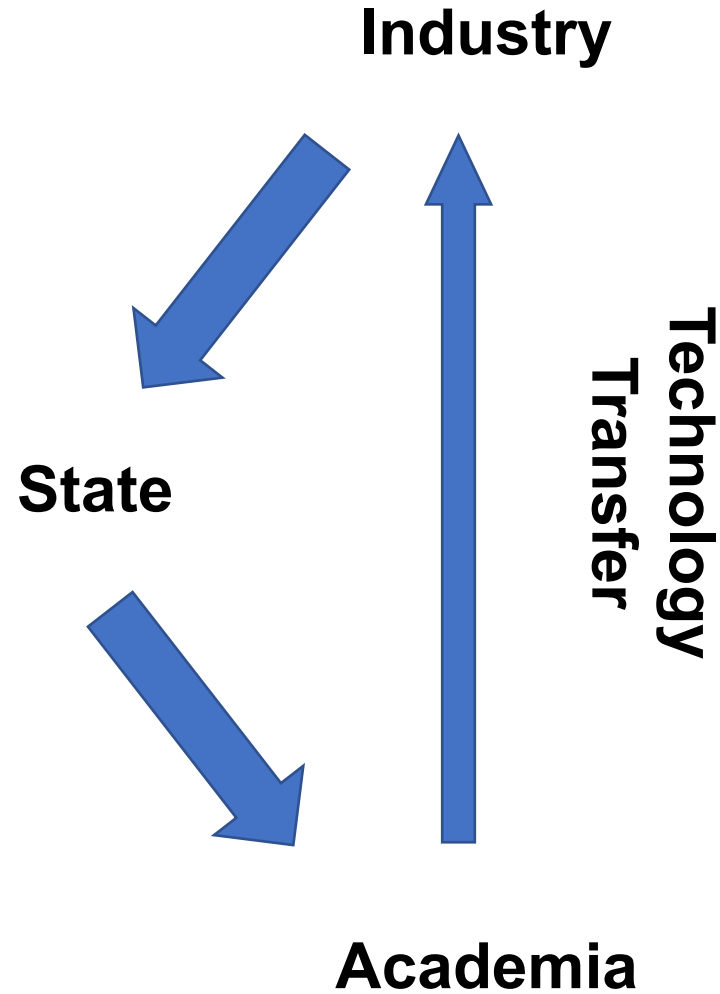
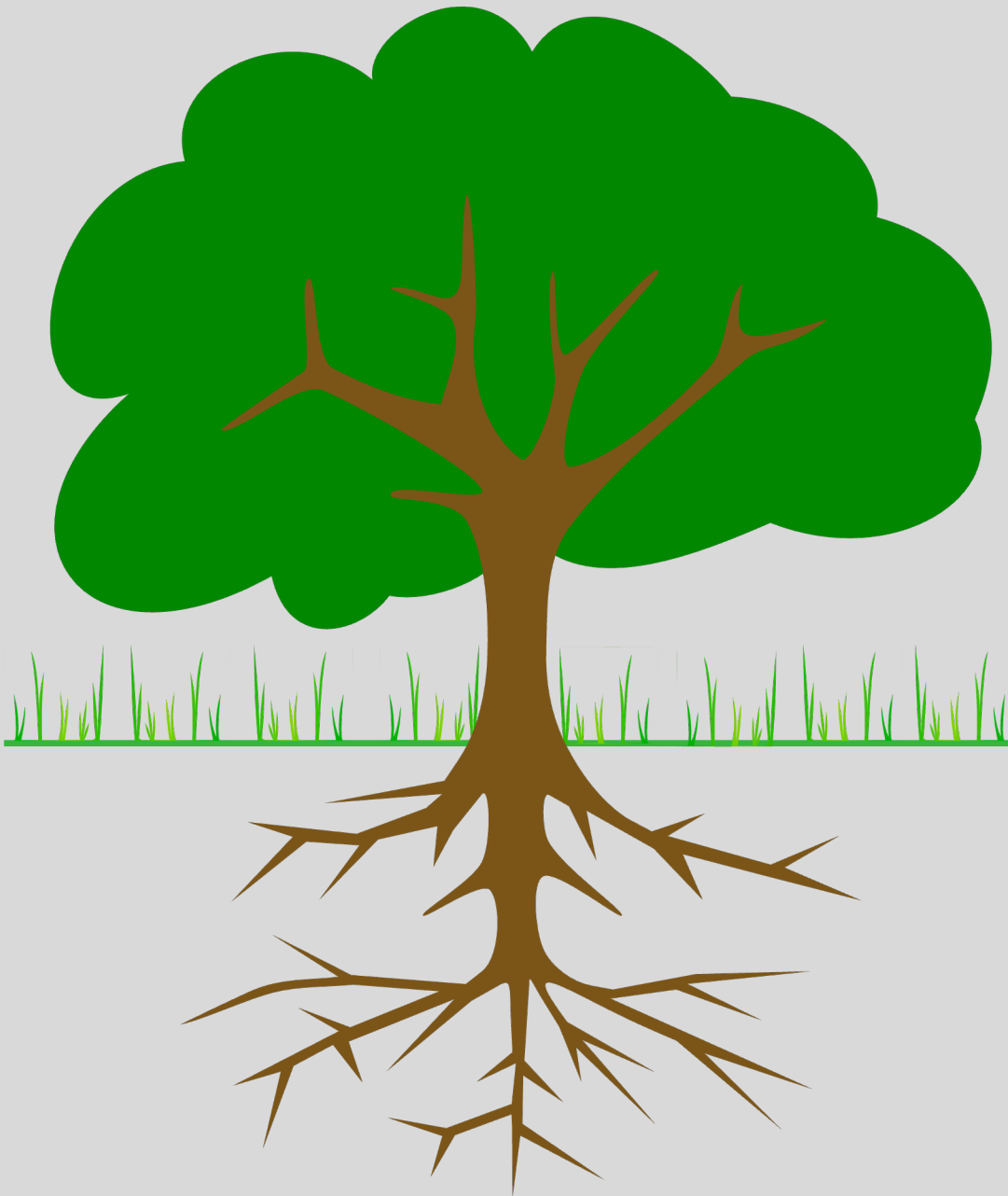
State

Academia

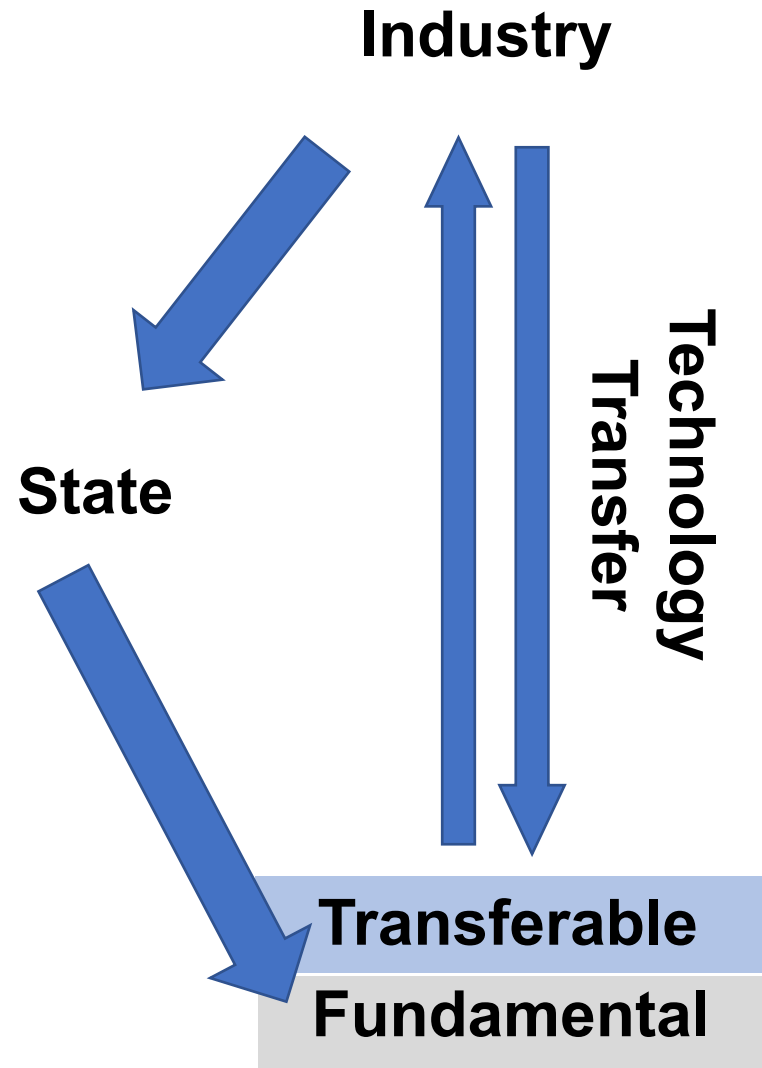
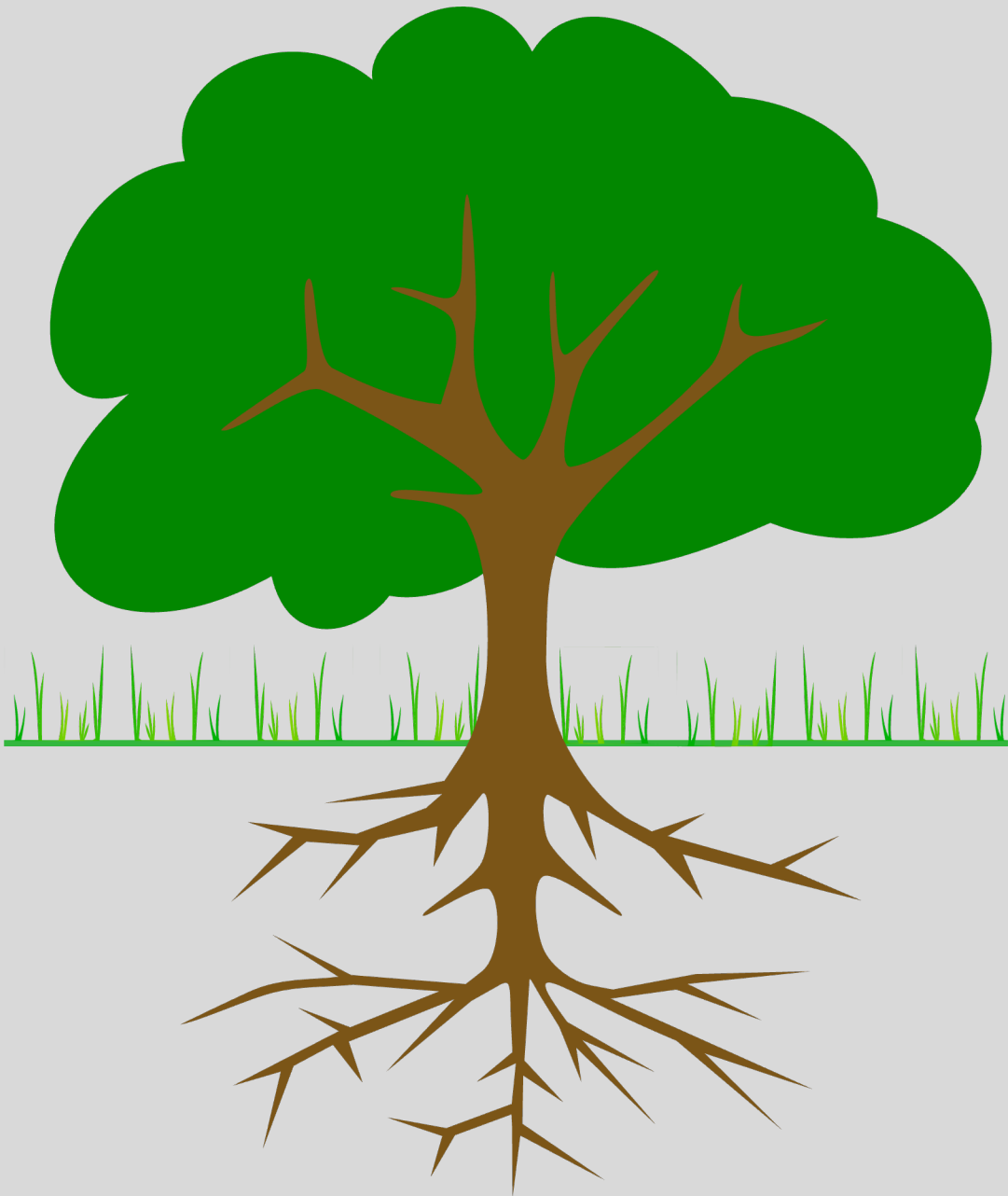
Technology Transfer



Technology Transfer



Technology Transfer



- R&D cooperation
- Contract research
- Knowledge transfer
- Licensing
- Spin-off

Open Transfer: Why?

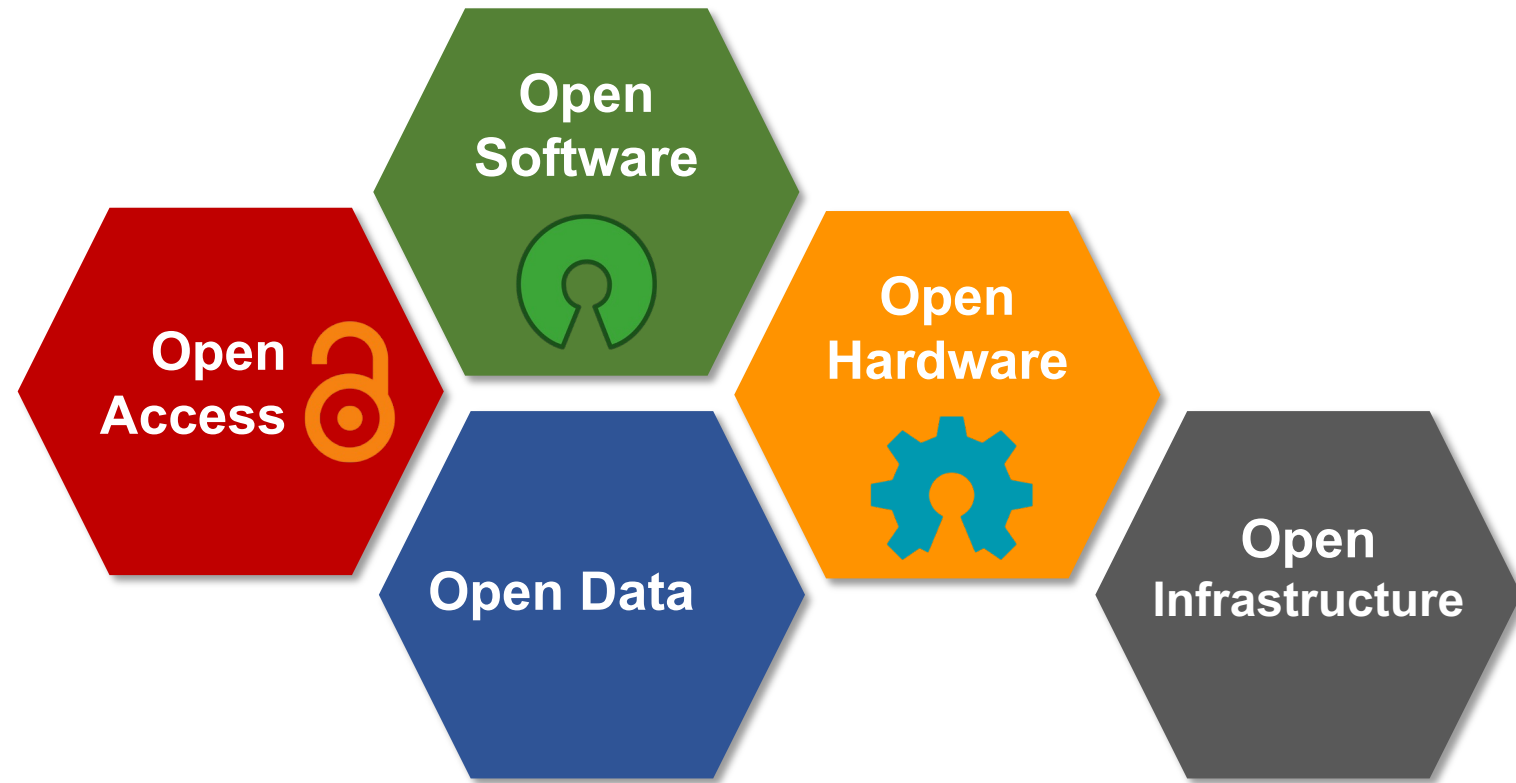
- **Miss out opportunities related to OPEN**
- **Often unnecessarily effort & recourse on protecting knowledge**
- **Collaboration and synergies bottlenecks**



**New OPEN tool
box needed!**



Open Transfer: What?

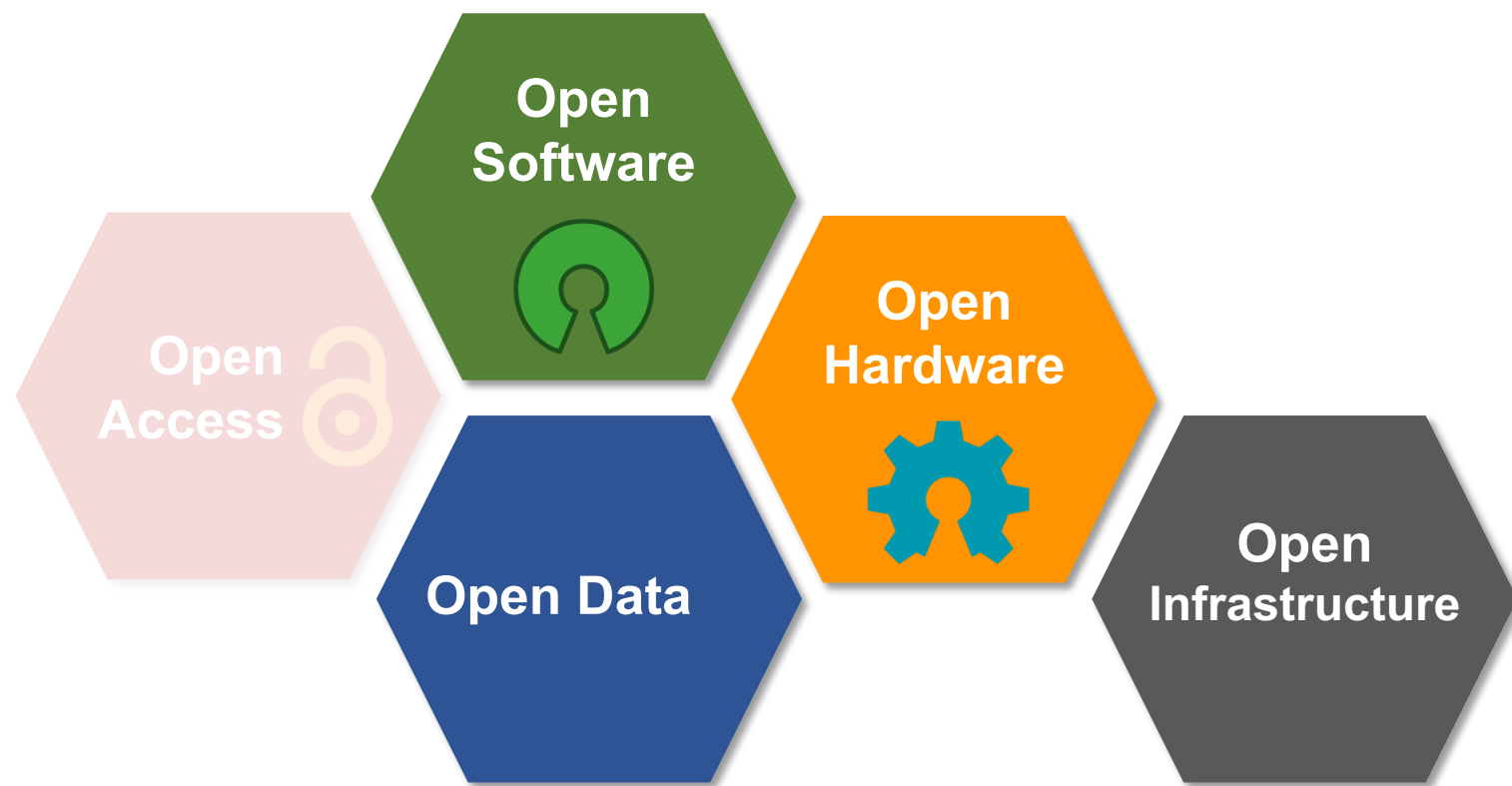


Open Science building blocks



- **Financing**
- **Legal**
- **Processes**

Open Transfer: What?



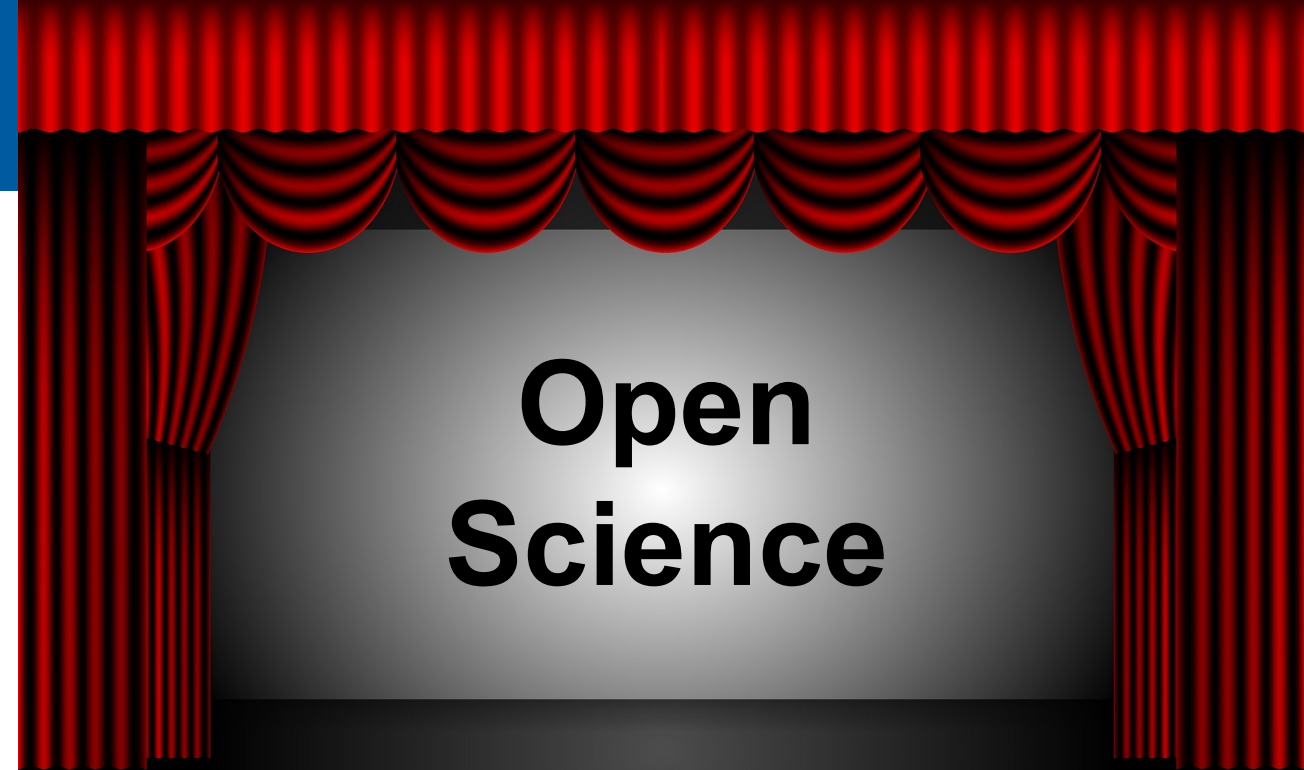
Open Science building blocks

Open Transfer: Role

Roles to choose from:

- **Create or Produce**
- **Integrate & Share**
- **Teach & Consult**
- **Advocate**

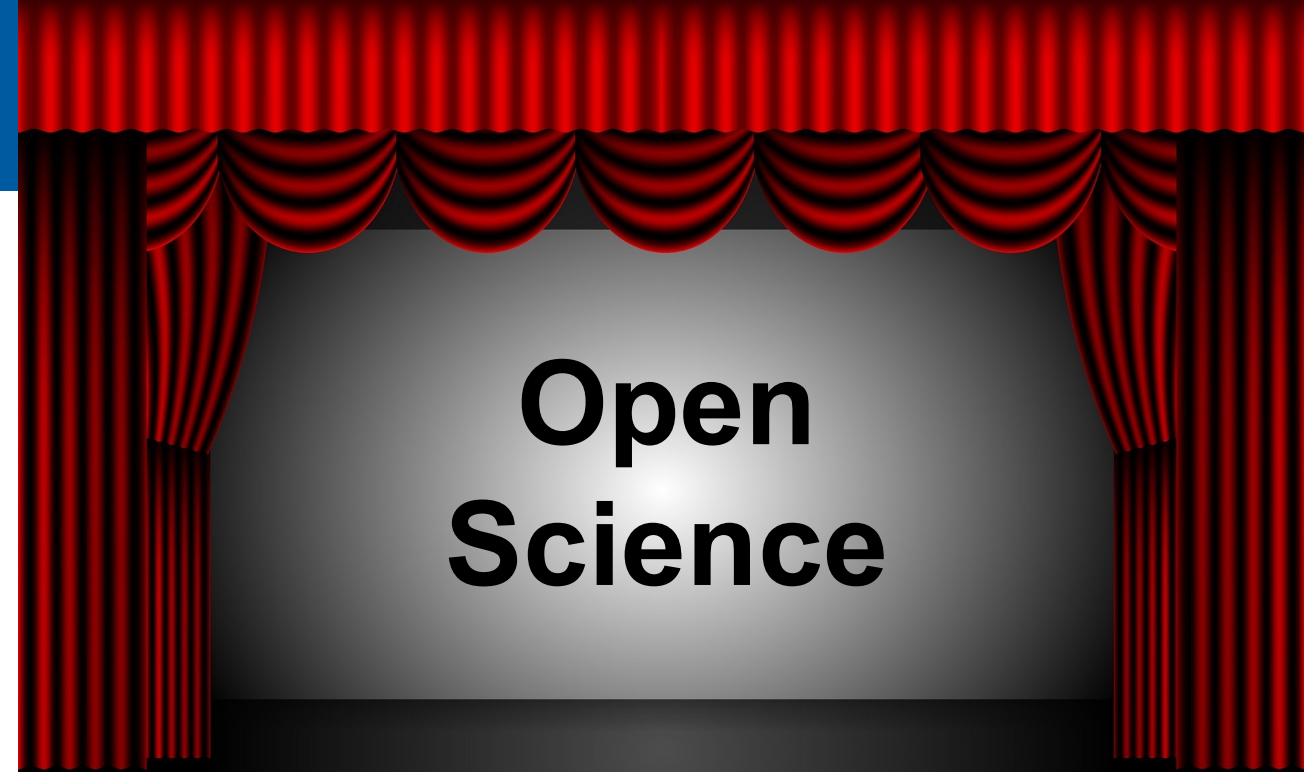
- **Finance**
- **Push for adoption (market)**
- **Administrative support**



Open Transfer: Role

Roles to choose from:

- **Create or Produce**
 - **Integrate & Share**
 - **Teach & Consult**
 - **Advocate**
-
- **Finance**
 - **Push for adoption (market)**
 - **Administrative support**



Target: Measurable Social or Economical Impact

What is the impact for Technology Transfer?

- Industrial partner further develops and integrates our developments
- Our developments enable companies / products / ... to exist
- New jobs outside of academia are created
- Another academic partner saved money on not repeating our work
- ...

Software

Hardware

Data

Infrastructure

Transfer looks toward business side:

OPEN ~~=~~ FREE of charge

Costs:

Not an academic problem

- Development & Scaling
- Maintenance & Support
- Outreach / Marketing

Added value:


- Expertise: build, use, adapt, ..
- Infrastructure & processes
- Community leverage



(!) Purchase open source products

(!) You can get money for Open Source

Technology ~~=~~ Product

Technology & IP ~~=~~ a product or service: flavour

OpenDrop / OpenDropV4 / Hardware / 

GaudiLabs Added Feedback Reading  f6664ee · last year  History

Name	Last commit message	Last commit date
..		
CartridgBar.STL	Production Version OpenDrop V4	3 years ago
CartridgBarMagnetV2.STL	Added Feedback Reading	last year
CartridgBarUniversal.STL	Added Feedback Reading	last year
OD4f.rd	Production Version OpenDrop V4	3 years ago
OpenDropBaseV4_fit.ai	Production Version OpenDrop V4	3 years ago
OpenDropJoystickCapV4_cross.STL	Added Feedback Reading	last year
OpenDropV4.STEP	added STEP 3D files	2 years ago
SideFoilV4_final.ai	Production Version OpenDrop V4	3 years ago
TinyCover3.STL	Added Feedback Reading	last year
side41.rd	Production Version OpenDrop V4	3 years ago

- **Open is a feature**
I would love to pay for!

<https://github.com/GaudiLabs/OpenDrop/tree/master/OpenDropV4>
<https://www.gaudi.ch/GaudiLab>



OpenDrop V4 – Digital Microfluidics Platform

€975.00 – €1,595.00

When OPEN doesn't work

- **There is little competitive advantage besides the protected intellectual property**
- **One needs to make additional investments into the technology**

>>> Technology / Method becomes commercially poisoned and avoided

Example



When OPEN does work

- **The technology / methods / knowledge is a common building block and there is another IP to protect the competition**

Competitive advantages:

- **6 months embargo period**
- **Seats at the table**

*** Patents are still filed, but in the later stage**

Counter Example



Developing safe and effective drugs is difficult and expensive

We are dedicated to changing this with innovative experimental and informatics approaches

The Open Targets Platform

A freely-available, comprehensive, and open source tool that aggregates multiple public data sources and helps scientists identify and prioritise potential therapeutic drug targets for further investigation.

[Visit the Open Targets Platform](https://www.opentargets.org/)

<https://www.opentargets.org/>

Value proposition & advantage

Team (people)

Experience & Expertise

Personal Networks

Client Base &
Distribution Network

Professional Network

Patents & Protected Designs

Copyright

Trade Secrets

Trademarks

Supply and
production chains

Business Processes

**Value /
Advantage**

What OPEN means in industry setting?

Advantages OPEN

- community leverage
- Trust and brand
- marketing tool

Selling points of OPEN

- customer engagement
- product sustainability
- no vendor-locking

Questions to answer

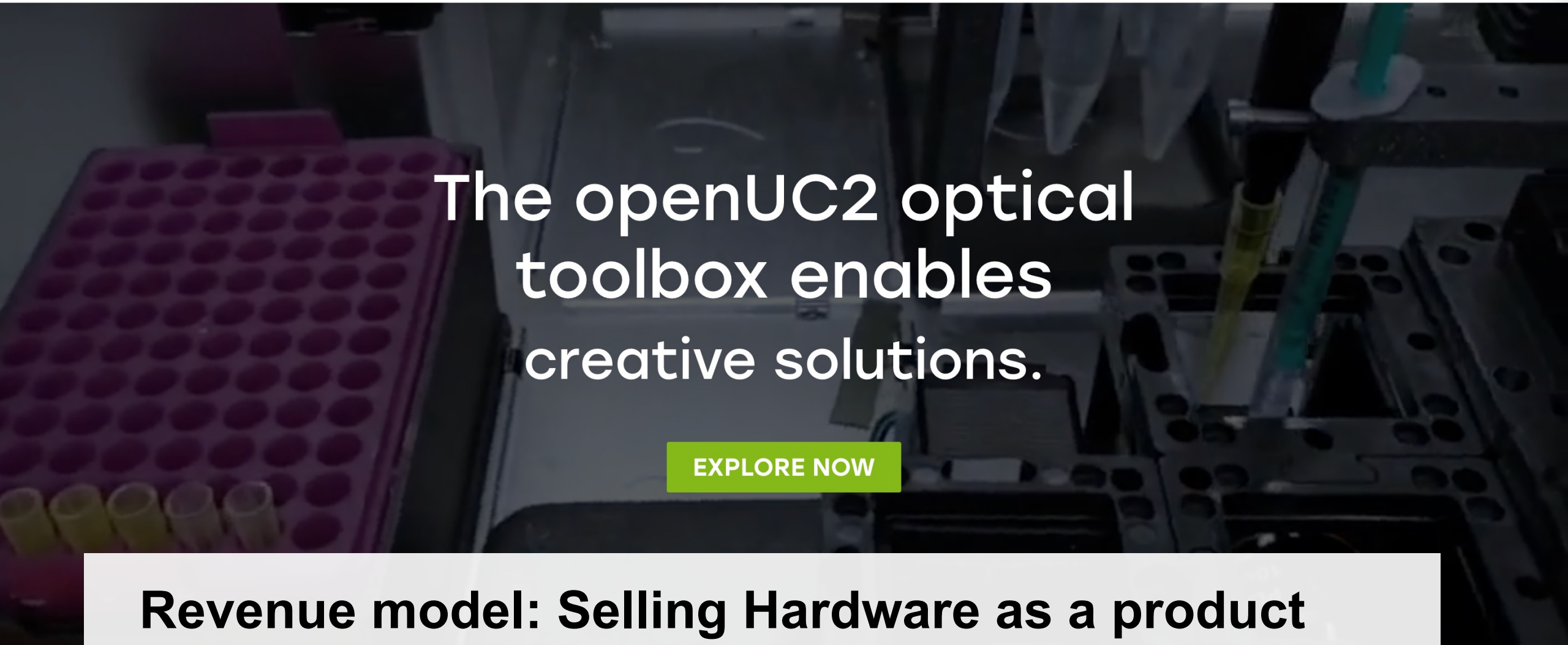
- What is the value for others?
- What exactly do you sell?
- Competitive advantage?

Science / research specifics

- open science notion
- often very niche
- easy to collaborate

OPEN revenue models:

- **Selling Open Hardware (+ add-ons)**
- **Software / Data / Hardware as a service**
- **Renting out Trademark**
- **Certification and related Trademark**
- **Consultancy and training**
- **Contract R&D**
- **Partnership / Membership**
- **Sponsorship / donation**
- **State money for strategic Open R&D**

A background image of a laboratory setting, showing a pink multi-well plate on the left, a pipette with a yellow tip in the center, and other lab equipment on the right. The image is dimmed to allow text to be read.

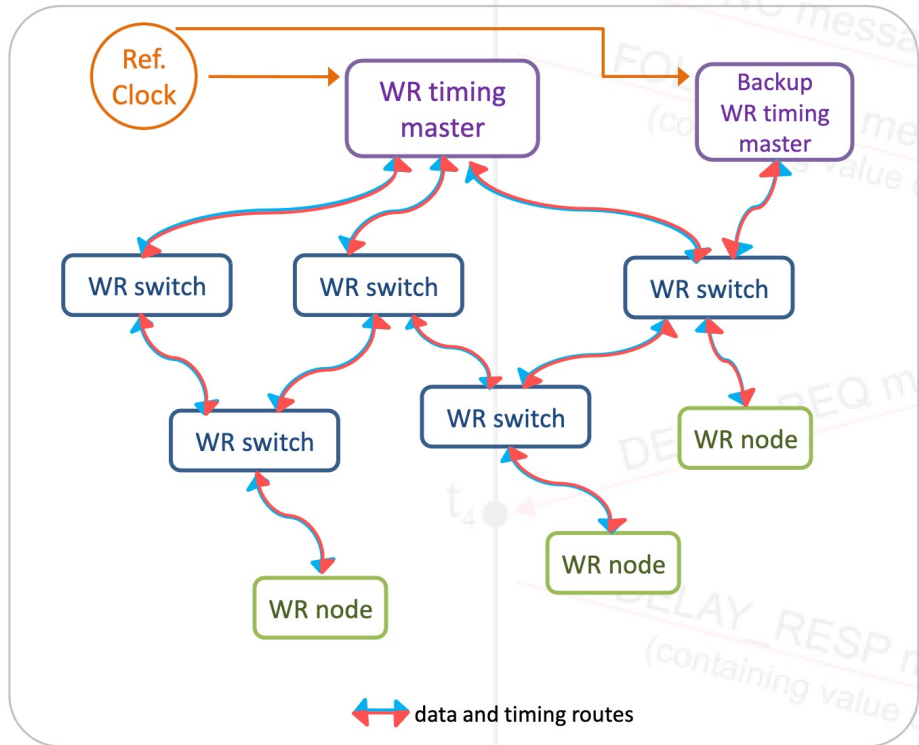
The openUC2 optical
toolbox enables
creative solutions.

EXPLORE NOW

Revenue model: Selling Hardware as a product



The White Rabbit Project



Revenue model:

- **Certification and related Trademark**
- **Consultancy and training**
- **Partnership / Membership**

INVENIO

Powering Open Science



Open Source framework for large-scale digital repositories



Turn-key Research Data Management repository



Integrated Library System

Revenue model: Software as a service

Open Transfer

Talk to us if you wish to exploit your work more

**Kathrin Göbel, k.goebel@gsi.de
Tugba Arici, t.arici@gsi.de**

**Vladimir Voroshnin,
v.voroshnin@hzdr.de**