

**Components:**

Component 1: Development of Technology Transfer infrastructure and intermediary organizations for innovation support

**Component 2:** Development of Science Centers and **Support for researchers' spin-offs and of their start-up activities**

Component 3: Launching of genuine Technoparks and innovative clusters as instrument for innovation and technology transfer to the regions

Component 4: Setting up of diversified training structures and training for innovative managers

**Involvement in the Component 2 of the Project:**

**Development and Commercialization of marketable outputs of research activities in Ukrainian Science and Research centers.**

Work in the project team including EU&UA experts under the guidance of the key expert Panos Papantonopoulos

# Our approach

Our team work was based on following main steps:

1. Initial phase
2. Research phase
3. Development phase
4. Preparation phase
5. Networking phase
6. Improvement phase
7. Communication phase
8. Transfer phase

# Commercialization process (1)

An example of Pyrometric Laser Energy Meters (Institute of Physics):

## 1. Initial phase:

Check for project's eligibility -> Signing of a NDA -> Agreement of a Work Plan

## 2. Research phase:

- Understanding of the technology;
- Estimation of risks and opportunities;
- Research of the field: Photonics -> Lasers' energy measurement;
- Assessment of the technology: analysis of advantages, strong and weak points;
- Analysis of competitors / potential partners;

## 3. Development phase:

- Preparation of a Capability Statement;
- Benchmarking with technologies and products of leading international companies;
- Search for unique strategic advantages and new uses for the main product;



# Commercialization process (2)

## An example of Pyrometric Laser Energy Meters (Institute of Physics):

### Preparations phase:

- Translation of documentation and software into English;
- Consultations and trainings on business communications and negotiations, agreements bargaining, patenting, financial and legal relations;
- Preparation of commercial brochures;

### Networking phase:

Participation in specialized international exhibition

"Laser World of Photonics-2011" in Munich;

- Business visits and communication in the exhibition;
- Getting in contact with 3 leading companies;



# Commercialization process (3)

## An example of Pyrometric Laser Energy Meters (Institute of Physics):

### Improvement phase:

- Making improvements inspired by feedback of companies contacted in the exhibition: improvements of the technology, products, brochures.

Target: next generation of products corresponding to new and prospective market demands;

### Communication phase:

- Further email communication with leading international companies on possible cooperation: validation of products, R&D outsourcing, co-parenting, transfer of technology.

### Transfer phase:

- Transfer of attained results and expertise to TTO of the Institute for continuation of negotiations on technology transfer

*(as for now: after signing of pre-agreement NDA the TTO continues negotiations with one big international company )*

# Conclusions from work in the Project: Thorough preparation

Before any contacts and meetings with potential partners scientists should **be supported in preparation** of their technology/product

Very often scientists overestimate or underestimate own developments. A consultant should help with unveiling a real situation or discovering hidden advantages and potential. **It must be done beforehand:**

- Verification of novelty and estimation of risks;
- Understanding of development stage;
- Strategies for “bottle necks” elimination;
- Targeting of potentially most interested clients;
- Decision making on what the scientist wants to do: be subcontracted, give licenses, sell the technology, produce products based on the technology etc.
- Drafting business plan or, at least, Business strategy;
- Tailoring of presentation materials and language ...

**All this should be done in tight cooperation with scientists – developers of the technology. Training of young people for this work is a perfect farsighted strategy.**

# Conclusions: In person meetings and communication

Our experience has shown that despite of booming telecommunication technologies in person meetings and communication keep their value.

**Meetings of scientists with potential investors, representatives of industry and even with their local counterparts can push the process of commercialization forward.**

**Example** of the last event organized by us in InnoEnterprise project – meeting of scientists with business people who worked in venture capital industry:

- Business people gave sincere comments and practical recommendations;
- Scientists acknowledged the need to follow given advise and received a push for action;
- Scientists have seen what are doing their colleagues and have started communication.

## **Outcomes of the meeting:**

- Two start-ups have began work with a local investment company (its representative was participated in the event);
- One technology received financing for PCT application;
- Scientists found several synergies in activity and have started collaboration.

# Conclusions: Participation in international events

From our experience we can say that even with small budgets **participation in international events is one of the best instruments enabling/facilitating commercialization process.**

Such participation allows:

- **In person communication with market leaders -> Increases a probability of response to following letters;**
- **Direct contacts data of executives and leading engineers -> Which far not always possible to find in Internet;**
- **Seeing market trends -> Targeting of R&D activity;**
- **Getting buyers guides and catalogues -> Freshest database of potential clients' contacts;**
- **Collecting materials for benchmarking -> A basis for "leapfrogging";**
- **Finding of validating clients -> building a trust to the technology/product;**
- **Finding direct suppliers;**
- **Finding partners for common application to international research projects ...**



# Conclusions: Problems on the way to overcome

There is a vicious circle:

*no money – no young people – no progress – no money...*

- Youth does not settle down in local institutes;
- There is no or few specialized TTOs and personnel for them;
- Insufficient knowledge of English among scientists;
- Legal illiteracy of scientists (lack of knowledge);
- Lack of negotiation skills and experiences.

Talented **young people** who have studied on faculties of Natural sciences but who are not very dedicated to science (want to work in marketing, finance, law etc), **can become a driving power for effective commercialization.**

**The progress of commercialization can be boosted by initial support:**

Supported commercialization will bring first money ->

-> Money will attract youth ->

-> Youth will proliferate commercialization and make the process self-sustainable.

## Conclusions: What is needed for making a difference

- Right approach
- Proper methodology
- Expertise and experience
- Team of dedicated people
- Sustainability of efforts and results
- Support for continuation of initiated work  
(Field of techno-innovations is complex and needs more time)

## Our dedication

Implementation of InnoEnterprise project has made a valuable contribution to expertise of the people involved by European Profiles.

We have obtained priceless experience and became even more dedicated.

**We are eager to work and make the difference.**

**European Profiles S.A.**

**Thank you for attention!**

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