Giving *Worth* To your *Ideas*
Seminario Itinerante Internacional de Transferencia de Conocimiento Universidad - Empresa (TCUE)

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Director Ejecutivo
“Our mission is to stimulate innovation through knowledge transfer and commercialization of academic research results, developing and strong relation between academia and the business and social environment”
Who we are?

About us...

“We're a non-profit organization, legally constituted as a corporation, we aim to keep building bridges between academy and industry throughout knowledge and technology transfer processes”

Our partners:

[Logos of various partners]
Core Processes

GOVERNMENT
- Bring the community and the business closer to the supply of R+D+I
- Promote the investment in R&D & I
- Create value from the results of R&D & I

BUSINESS
- Activate the demand and exchange of the companies to the Academy
- Offer to our users an Intellectual Property Management System

ACADEMY
- Share the results of the research and the OTRI’s services within the community

Business Associations
- Promote technology commercialization

Key Factors: communication, autonomy and resources
Our Services

- Mapping of technological capabilities
- Technology Assessment
- Consultancy on marketing and trading of technologies
- Technical assistance on intellectual property and protection procedures
- Analysis of the Supply and demand of technology
- Business training on innovation and technology transfer
- Providing access to open innovation platforms
- Structuring technological and innovations challenges
1. Observes
   - Problems Needs
   - Value Generation
   - Solutions
   - Strengthening scientific and technological capabilities

2. Identification
   - Understanding Of the demand

3. Building bridges
   - Generation Of trust And credibility
   - Service Agreement
   - Project Implementation
   - Follow up and closing

Validation of Interes
- T T Contracts
- Tech Cooperation Agreements
- R&D Projects
- Licences

Results Impact
Our Strategic Approach

Dynamization
Fostering a culture change in the teaching community of the partner universities and the business sector in the region, trying to reduce barriers through information services, consulting programs, management, etc.

Commercialization
Specific actions in order to achieve the exploitation and commercialization of technologies & generated developments.

Intermediation
Managing R & D projects involving several groups belonging to various Stakeholders

MANAGEMENT OF INNOVATION AND TECHNOLOGY (IDENTIFICATION)

INTELLECTUAL PROPERTY MANAGEMENT (PROTECTION)

BUSINESS MODEL GENERATION (VALIDATION, ASSESSMENT, MODELING)

MARKETING AND DISTRIBUTION OF TECHNOLOGY (TECHNOLOGY TRANSFER)
Our Strategic Approach

Dynamization
- Training and advisory services
- Meeting Points: sectoral forums, exchange meetings, visits to universities and companies, participation in trade shows, technological missions

Diagnostic of Technology services
- Inventory of scientific and technological capabilities (Universities)
- Evaluation of novelty or new releases

Commercialization

Intermediation

- Advice on Intellectual Property (Protection and negotiation)
- Strengthening capacities of Intellectual Property (Universities)

- Transversal
- Innovation Management
- Intellectual Property mgmt
- Business Modelling
- commercialization and diffusion
Our Strategic Approach

Dynamization

commercialization
- Validation and technical, commercial and economic assessment of technologies
- Design and evaluation of models of technology-based business
- Commercial viability and identification of potential customers and support in negotiating the transfer

Information Services: Innovation Market Place, Alert calls and events, technology newsletter, publishing success stories and good case practices, portfolio of capabilities.

Intermediation

Design, evaluation and formulation of R+D+I projects (EU)
R+D+I Project management (Universities-Enterprises)
Cientech Business Program

Transversal
Innovation Management
Intellectual Property mgmt
Business Modelling
Commercialization and diffusion
From Technology Transfer To Innovation
Mission and metrics

How do we measure the success of CienTech for the first two years?

1. Dynamization: Approaching companies to CienTech allied universities, building credibility and trust among these relationships.
   - Number of events and activities between companies and universities in order to strengthen their acquaintanceship
   - Achieved number of effective relations established between companies and universities (joint projects submitted and approved, R & D contract signed, technological cooperation agreements)
   - Number of shares to spread. (information services)

2. Commercialization & Marketing: Actions for the exploitation of results of R + D + I
   - Protection of R & D + I:
     * Number of patents filed
     * Number of patents granted
     * Total portfolio of patents
     * Other types of protection of intellectual property
Mission and metrics

How do we measure the success of CienTech for the first two years?

- Exploitation of results of R + D + i
  * Number of technologies assessed
  * Number of licenses (patents, software, know-how)
  * Economic value of licenses (patents, software, know-how)
  * Number of supported to spin off creation
  * Number of TT contracts
  * Economic value of TT contracts

4. Intermediation: Formulation and management of joint projects R+ D + I for cofinancing between colleges & business
   - Number of projects developed
   - Number of projects submitted
   - Number of projects approved
   - Total funds raised
Our Achievements

- 2 industrial licenses
- 27 technologies in process of protection
- 23 technologies under our portfolio
- Mapping of the R&D offer of 5 allied universities
- 2 process of Academy-Business exchange
- 25 necessities of technology of the companies on the region
- Assessment and support on issues such as: innovation, intellectual property and business model for 7 technologies of the allied universities
- Training by the IC2 of The University Texas, IPI Switzerland, under the COLIPRI project and accompaniment by WIT - UPV.
Strategic model endorsed by IC2 + Ingenio + Colciencias

23 technologies under our portfolio

Mapping of the scientific and tech capabilities of 5 allied universities

Technologies oriented to be protected its intellectual property

27 technologies in process of protection

Technologies with technical and commercial validation

Approved technologies with business model

Support on intellectual property

Project: Spin-Off Colombia

11 signed technological cooperation agreements (3 in process)
2 licenses (1 in process)
3 approved R&D projects
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