

OPENNESS AND COMMERCIALISATION: HOW THE TWO CAN GO TOGETHER

Organised by:

CESAER with contributions from Task Force Open Science and Task Force Innovation, in collaboration with TU Delft, TU Wien, Scientific Knowledge Services, Politecnico di Torino, RWTH Aachen University, Focus on Open Science, and the University of Strathclyde



KNOWLEDGE SHARE

THE ITALIAN RESEARCH IP DIGITAL PLATFORM

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CESAER

The strong and united voice of universities
of science and technology in Europe



POLITECNICO
DI TORINO

Technology
Transfer
System

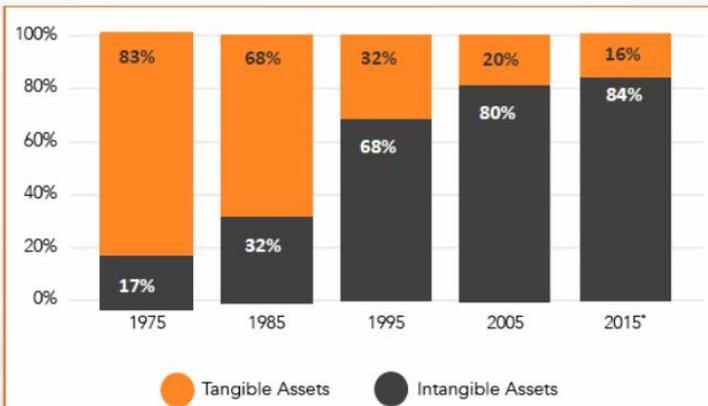


The context

What we want to address

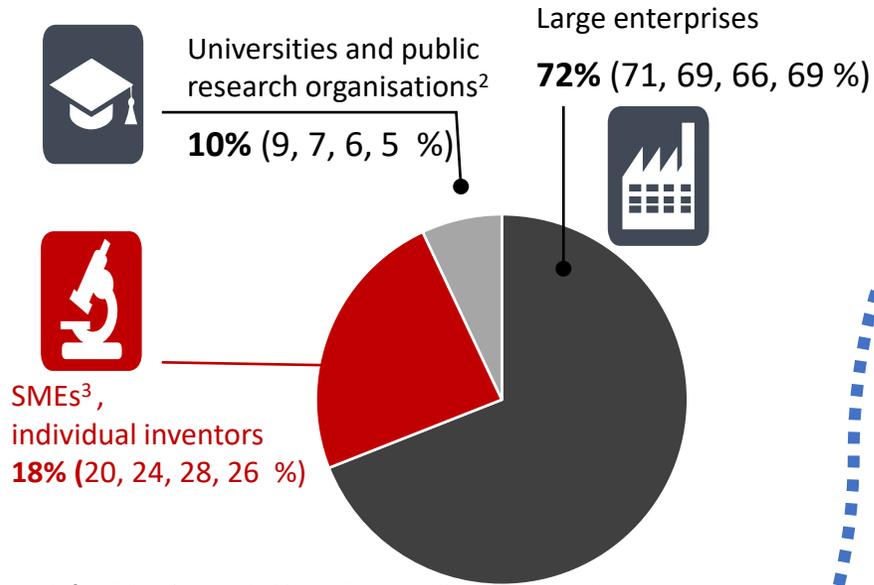
VALUE IS INTANGIBLE

Components of S&P500 Market Value



Source: Ocean Tomo

Patent applications at the EPO in 2019 by category of applicant¹
(2018, 2017, 2016, 2015)



Data from EPO review on patent trends, Enrico Luzzatto on 11th Nov. 2020

ACADEMIC PATENTS ARE RISING

MATCHING IS STILL LACKING

Percentage of active patent families that are licensed or optioned
(n=129)

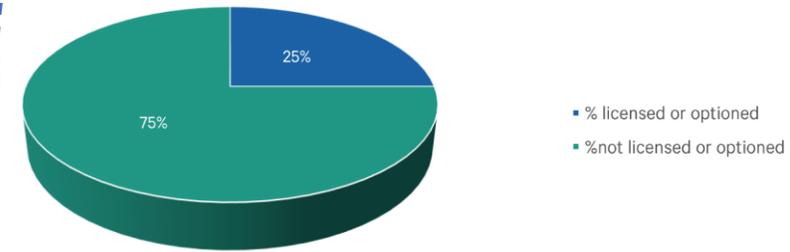


Figure 15: Percentage of patent families that are active at the end of FY2017 and are licensed or optioned

ASTP Survey Report on KT activity FY 2017



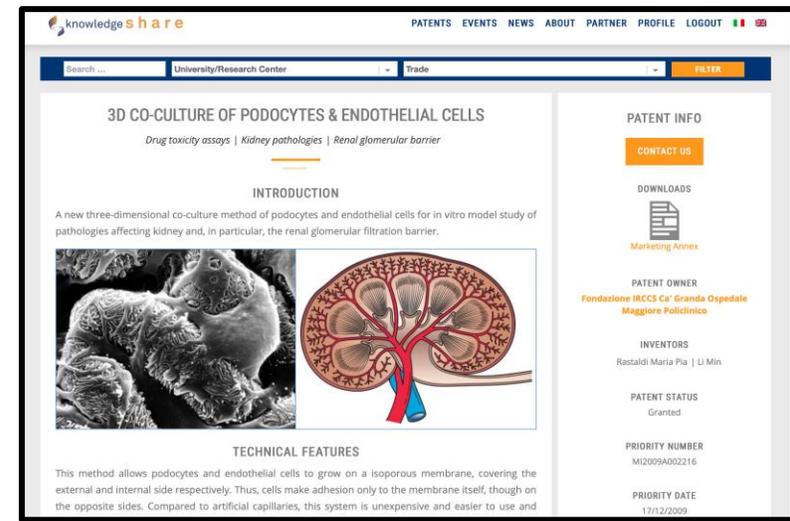
www.knowledge-share.eu
We share knowledge!

CONCEPT:

THE PATENT MARKETPLACE

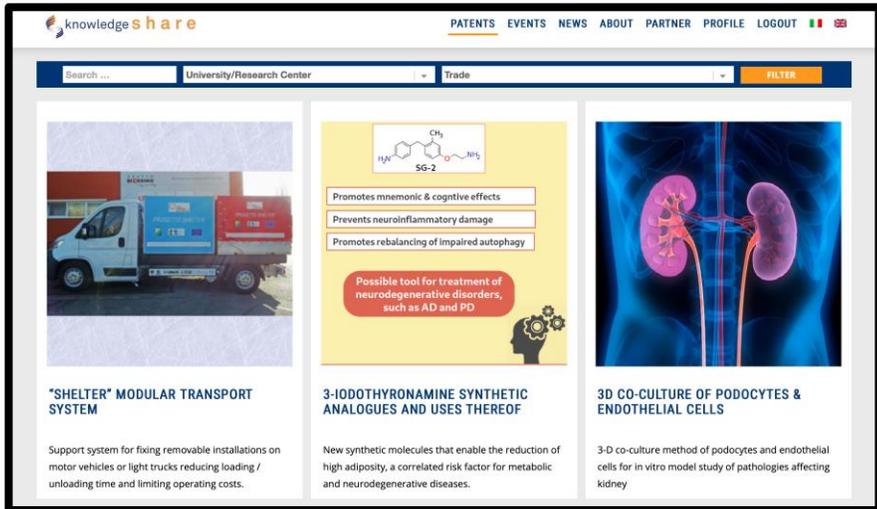
Patent data are expressed in a *simple and direct language* avoiding the technicalities of patent language

Users can navigate the website and look for the inventions that match with their interests or needs by *filtering them* for **OWNER** or **TECHNOLOGICAL SECTOR** or **KEYWORDS**



OBJ: CREATE A TOUCHPOINT

Once one or more technologies have been identified, users can *download* a “summary sheet” and *request a CONTACT* with the patent owner



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DOWNLOADS

PATENT INFO

CONTACT US

Marketing Annex

The *marketing annex*, is designed to summarize the *advantages*, the possible *applications* of the patent and how it can go beyond the limits of the “as is” technologies / solution available on the market.



Numbers

Platform Ecosystem



1060 published

≥ **1300**



PATENTS
uploaded
on the platform

1084 Users
Innovators
Investors



Universities
Public Research Entities
IRCCS

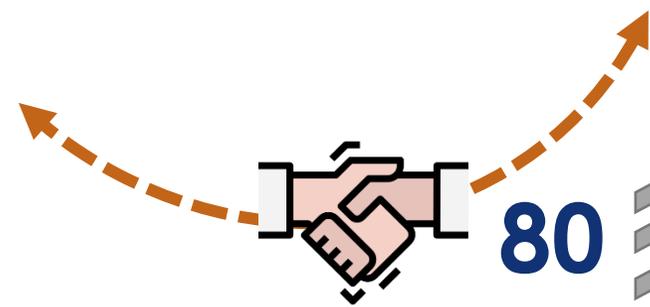
80 ≥



University



Industry



80 ≥

Contacts
started



Numbers

Analytics & web users



USERS / MONTH

3000+

Solid growth of
+ 100x users on the
platform since
01/01/2019

Over 2000
Marketing annex
have been
downloaded by
the platform users

2300

DOWNLOADS

The 1000+
platform's tech
have been **seen**
more that **50k** times

TECH VIEWS

50k +

The content is able to
engage the users and each
tech page have been
navigated for more than
1:40 min in each session

1:40 min

ENGAGEMENT



Critical Success Factor

TOTAL QUALITY CONTENT

Each tech brief is reviewed by our team, so that its editorial style is robust over time and contents are aligned to our standard

ACTIVE FOLLOW UP

Each contact generated by the platform is in charge to the owner's TTO, but our team follow each step of the process in order to continue to deliver value

MARKETING CAMPAIGNS

The brand awareness is fundamental for a digital platform, and we are investing in ADV and social mirroring

INSTITUTIONAL PARTNERS

Partnering with the Italian Patent Office we got the right institutional support and offer to the contributing universities and research centers incentives to upload and maintain contents

NETWORKING HUB

Thanks to Netval, which made KS one of its flagship program, we can count on the continuous engagement of the entire italian TT community

FREE TO USE

We believe the flow of knowledge from academic institutes to the industrial world must be free from any barrier that can undermine the start of new collaborations





KS - Events

Tech Share Day

A FIRST ATTEMPT TO A FULL 3 DAYS DIGITAL EVENT

In November 2020 we ran our first digital event the Tech Share Day composed by 9 webinars all related to Biomedical & life sciences Technologies



#TECHSHAREDAY2020

PARTECIPATION

Users conversion rate

70%

1200 registrations

870 participants

TRENDING TOPICS

More than 80% of the webinar attendees rated 3 or 4 (out of 4) the interest in the webinars they attended



87%

OPINION LEADERS & INVENTORS

During the 9 webinar and thanks to the 86 reasearch teams involved we had a complete panel of opinion leader from accademy to investors

335 opinion leaders

23 universities

86 tech plus



Thanks for your attention!



Q&A

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