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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The context
What we want to address

**Patent applications at the EPO in 2019 by category of applicant**

- Large enterprises: 72% (71, 69, 66, 69%)
- Universities and public research organisations: 10% (9, 7, 6, 5%)
- SMEs, individual inventors: 18% (20, 24, 28, 26%)
- Universities and public research organisations: 10% (9, 7, 6, 5%)

**Value is intangible**

**Academic patents are rising**

**Matching is still lacking**

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*Matching is still lacking*

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

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ASTP Survey Report on KT activity FY 2017
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.

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.
1060 published

1300 PATENTS uploaded on the platform

1084 Users, Innovators, Investors

80 Universities, Public Research Entities, IRCCS

80 University

Industry

80 Contacts started
Numbers
Analytics & web users

- **USERS / MONTH**: 3000+
- **DOWNLOADS**: 2300
- **TECH VIEWS**: 50k +
- **ENGAGEMENT**: 1:40 min

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

Over 2000 Marketing annex have been downloaded by the platform users

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

The 1000+ platform’s tech have been seen more that 50k times
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.
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.

PARTECIPATION

Users conversion rate 70%

1200 registrations
870 partecipants

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 research teams involved we had a complete panel of opinion leader from academy to investors

335 opinion leaders
23 universities
86 tech plus
Thanks for your attention!

Q&A

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