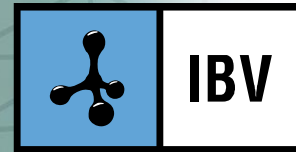




Interaction between Academy and Industry: tools for exploitation

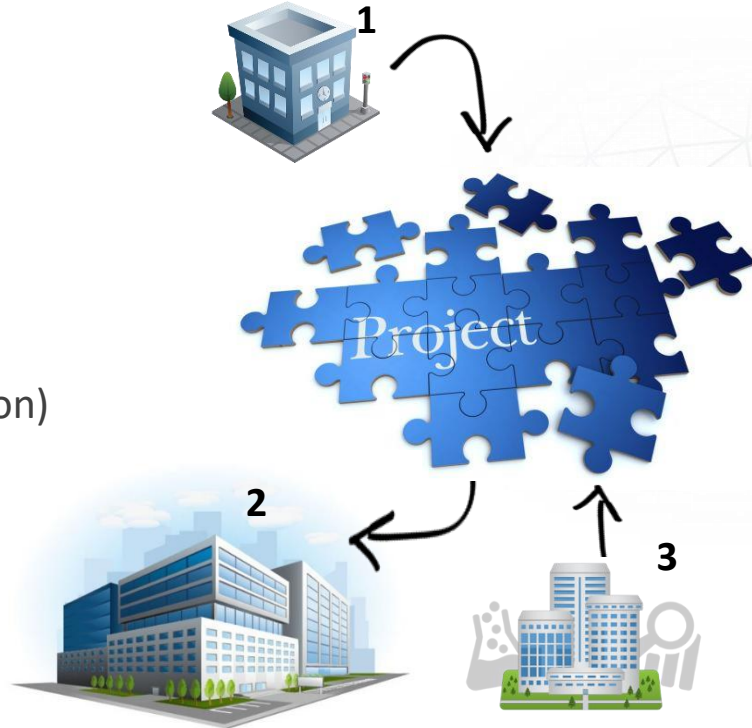
Helios De Rosario Martínez
Fourth BoHNeS Colloquium
Rome, 31st Jan 2019



INSTITUTO DE
BIOMECÁNICA
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“Who” are industry in projects.

1. Small companies
(e.g. sensor developer)
2. Large companies
(e.g. sportswear manuf.)
3. R&D organisations
(company department or
independent private institution)



Type of target projects

COLLABORATIVE PROJECTS IN H2020

RIA (Research and Innovation Actions)

Industry *may* be a “minor” partner.

IA (Innovation Actions):

Industry *should* have a leading role.



How are industry partners typically involved

- New product development
 - Good if it is their initiative.
 - Very attractive approach for a RIA.
 - Beware! The commitment of the company may decrease through the project lifetime if there are not clear prospects of sales.
- New application/business for existing product/service
 - Easier for convincing the company, and provides more flexibility.
 - Not that much research on the company's side.
 - Risk of latent conflicts on IPR (it is less clear what part of the results have been generated by each partner).



What is the role of industry partners in a project?

Contribution

- Their products or services
- Market vision
- Return of inversion

Benefit

- Knowledge
- Marketing
- Innovations
- ... and money



Keys of success (proposal stage)

- Do not talk only to the R&D department.
Ideally involve managers, or Marketing people.
- “Excellence” section.
Let companies “sell” the idea (e.g. pictures)
- “Impact” section.
Ask companies about data that they already know:
 - Competitors
 - Big figures: sales, customers, workforce...
- Budget balanced to company size.
They won’t usually hire for the project alone!



Keys of success (project execution)

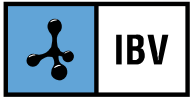
- Take care of IPR!
 - It may be the driver for motivating or discouraging the management of the company.
 - Negotiate in advance to avoid conflicts.
- Involve companies heavily in the initial phases (also in user requirements).
- Innovation management on the companies' side.
- Use industry's capabilities for demonstrations.
 - Also in reviews!



Caveats

- “Low-level”, long-term labour:
 - Difficulties to hire, and lack of students!
- Beware of payment delays or variations.
- Do not rely heavily of modifications of hardware or software if it is not really part of the company’s agenda.
- May be interested in scientific production, but have few resources and time to participate in their elaboration.





Innovación al
cuidado de la
persona



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