What might happen...

...trying to move research into everyday life
Lino Giusti

Staff member of the Research and Technology transfer support Division

Technology transfer strategist from 2005

Supported the business modeling /launch of 13 academic spin off/start up projects

Supporting patenting and licensing of unitn inventions

Managing Intellectual property /software

Fundraising for applied research and spinoff/startups
Research to market

Research → Technology disclosure → IP protection → Market strategy
Research
Potential owners

- Professor
- Student
- University
- Funding agency
- Funding enterprise
- Third party or community
IP protection

• Patenting and University regulations on patenting
• Trade secret – Non disclosure agreement
• Copyright

• Who’s paying for the protection?
• There’s a trade off between dissemination and IP protection?
Potential constraints

• Funding enterprises involved in research contracts or grants may ask for secrecy
• Patents has to be filed before disclosure
Patenting

• Technical solution to a technical problem
• Patentable invention
  – Innovative
  – Inventive step
  – Industriability

Materials science, Biotech, Chemistry, Mechanical engineering
Patent strategy: example

- Patent strategy: example
- Prior art
- Potential licensee
- National patent filing
- Search Report
- PCT phase
- National filing
- Licensing

Timeline:
- A couple of days
- Six months
- Six months
- 18 months
Startup creation

• Technology asset/platform
• Team
• Market niche
• Investment plan

University regulations

– Brand identity
– Support in planning
– Support in intellectual property management
– Support in negotiating access to laboratories and office space
Funding

Seed money call within the end of the year

– Up to 150k euro
– Prototyping expenses
– Consultancy
– No salaries

If you are interested start now
Anatomy of a startup

1 professor: scientific adv. and network
3 PhD and 4 PhD students: new tech development

Open source software from research community

University recognition: branding on the market and public calls for funding

Applied research project to develop know how
Unitn start ups and spin offs

<table>
<thead>
<tr>
<th>Green tech</th>
<th>ICT</th>
<th>Biotech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sim Idra</td>
<td>xtensa</td>
<td>BIO TOOLS</td>
</tr>
<tr>
<td>HYDROMATES water network solutions</td>
<td></td>
<td>TOOLS FOR BIOMEDICAL APPLICATIONS</td>
</tr>
<tr>
<td>MOUNTAINEERING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seelko</td>
<td></td>
<td>K4 SINT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KNOWLEDGE FOR SINTERING</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mechatronics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROSE</td>
<td></td>
<td>TIMBERTECH</td>
</tr>
<tr>
<td>ROBO SENSE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>IKUBED</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Civil engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Local fundraising and incubation

- Business plan competition
- Seed money
- Business development
- Hardware
- Green tech
- Software
- Funding for local enterprises
Thank you