



**WBCInno**

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*Different ways of technology transfer at University of Alicante*

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*Different ways of technology transfer at University of  
Alicante*

***Olga Francés***

*Olga Francés*

Modernization of WBC universities through strengthening of structures  
and services for knowledge transfer, research and innovation



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## ➤ **UNIVERSITY MISSIONS**

- Teaching
- Research
- Technology Transfer





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## ➤ **UNIVERSITY MISSIONS**

➤ Teaching

➤ Research

➤ Technology Transfer

**I DO NOT LIKE  
TECHNOLOGY TRANSFER**





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## ➤ **UNIVERSITY MISSIONS**

➤ Teaching

➤ Research

➤ T

**I PREFER  
KNOWLEDGE  
TRANSFER**





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## *Different ways of technology transfer at University of Alicante*

- **UNIVERSITY MISSIONS**
- Teaching
- Research
- Technology Transfer (Knowledge Transfer)
  - Contracts or working on demand
  - Collaborative projects
  - Advanced KT
    - Licenses
    - Spin-off





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## Who is responsible for the KT?

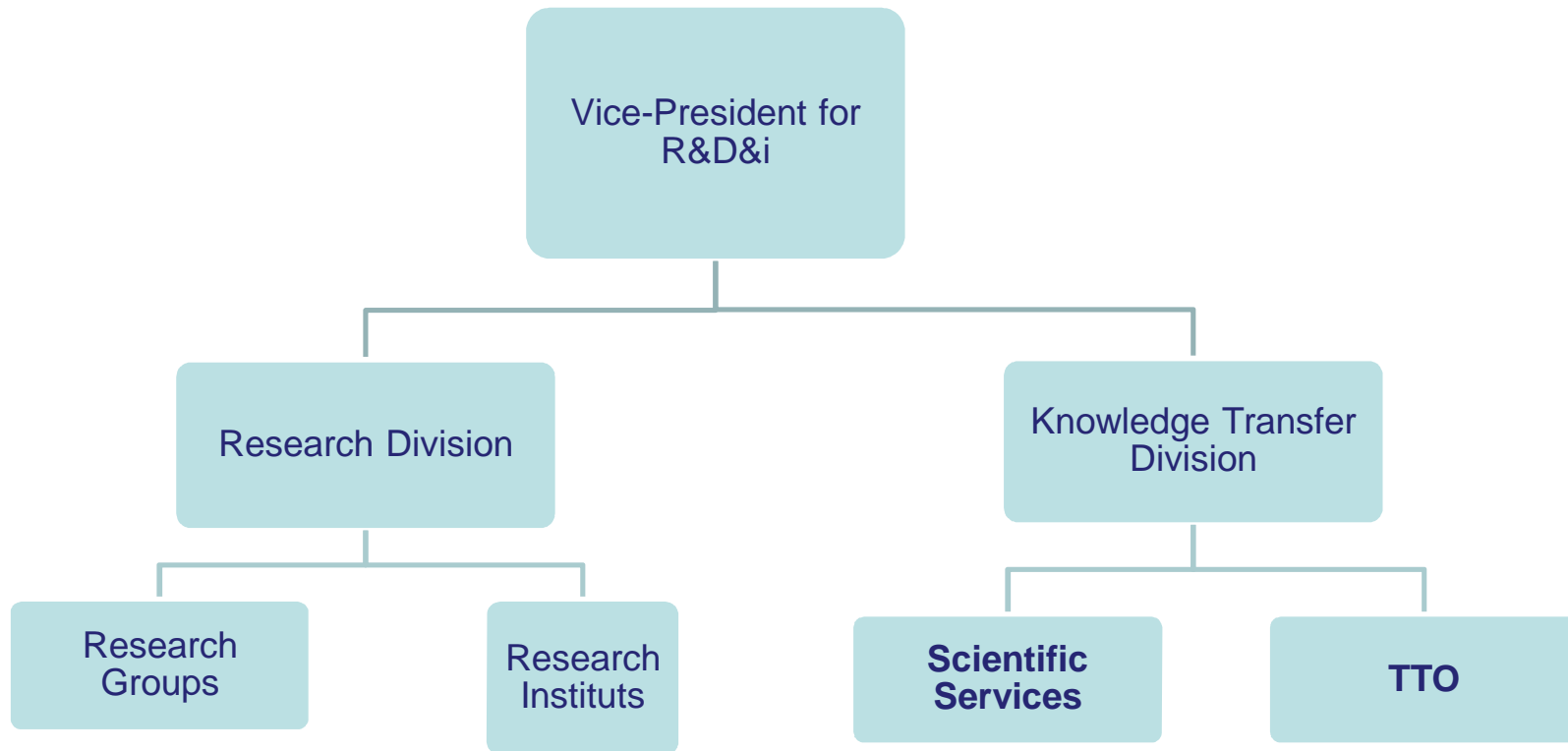
- Researchers
- Technology Transfer Offices (TTOs)





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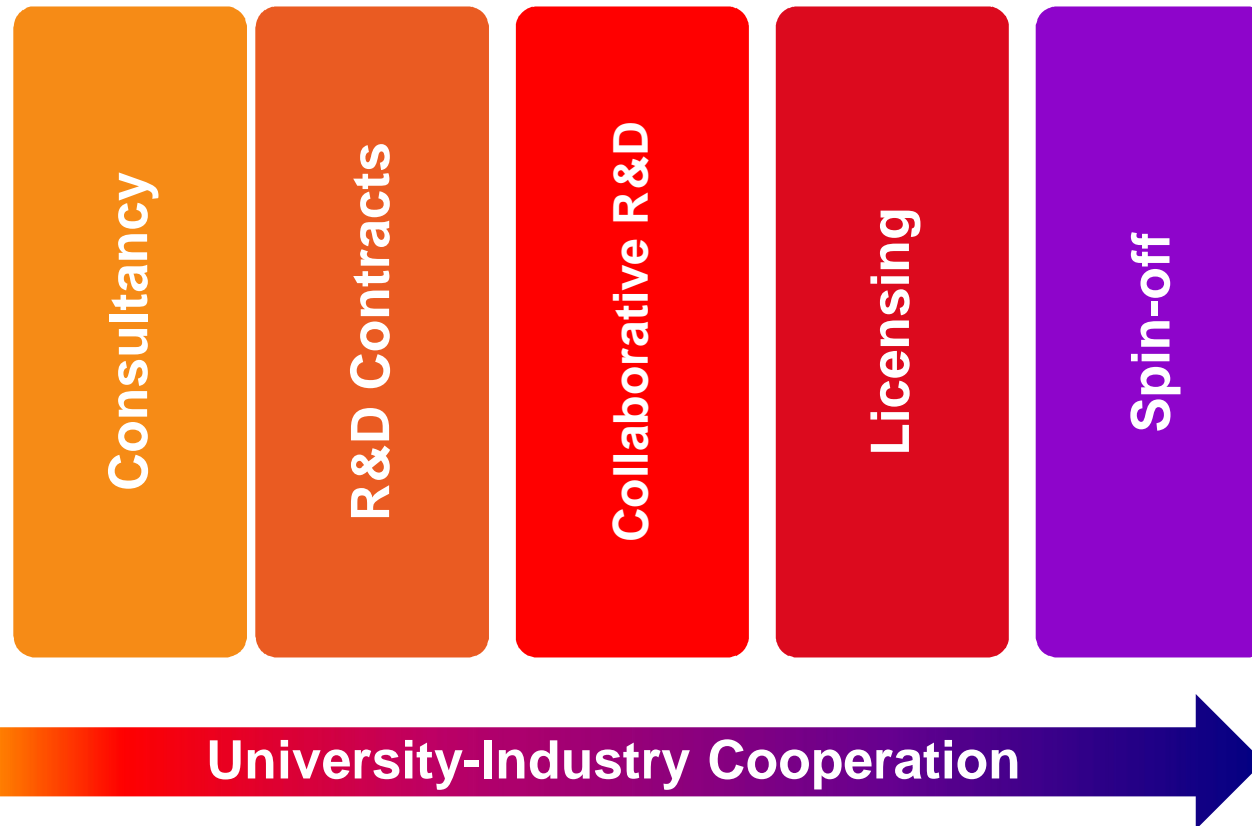






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## • Consultancy

- A company needs the University to, for example, analyse some samples of a concrete material.
  - They talk to a researcher or a service within the University
  - Make the deal
  - Sign the contract
  - The University analyses the samples
  - They pay, that is the end
  
- Easy, concrete, the company uses the University and that's it.
  
- Not strongly linked





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- **R&D contracts**

- R&D on demand → to solve a concrete problem
- The University as the research department of a company
- Research to be carried out by the University
- No results guaranteed
- The contract should specify:
  - Obligations of both parts
  - Timing of the project
  - Budgets
  - Payments
  - Results (future IP, future developments...normally belonging to the company)





- **Collaborative R&D**

- Commercial & scientific goals are shared
- Research to be carried out by both parts
- Risks & benefits shared
- Contracts should specify:
  - Obligations of both parts
  - Timing of the project, responsibilities for each part of the project
  - Budgets and payments
  - Results → IP management, future developments (hot potato)
- More interaction between both parts
- Frequently closer to market





- **Licensing**

- Not always easy to find a client
- Hard work is required
  - Tehcnology offers → market places, twitter, linkedin, websites, etc.
  - Identify the offer (what, to whom, why it's interesting)
  - Licensing terms (exclusive/non-exclusive, territory, royalties, payments, future developments, etc.)
- Post-license
  - Researchers are not involved anymore
  - The University still involved → returns → researchers
- Science is put directly into market





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- **Spin-off**

- The most effective way of transferring knowledge
- Spin-offs as a way of fostering the industry environment
  - New sectors arise
  - Cutting-edge technology
  - Job creation
  - Researchers will be more involved → team commitment
- Questions regarding conflicts of interest arise → Clear legislation
- IP management required
- A concrete environment needed
- Science is put directly into market





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	LICENSING	SPIN-OFF
Some reasons	Financial Returns  Lack of investment or high investment required  Well identified target  Established markets and suppliers  Short-Term  The IP fits a 'gap' in someone else's portfolio	Financial Returns  Regional development  The research team want a company  Gov. Policies  Long-Term  Revolutionary and/or Platform Technology





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	Licensing	Spin-offs
<b>Team</b>	Researchers, Low implication	Researchers + sb else → balanced team; high implication
<b>Investment (time, money, efforts) pre / post-license</b>	Significant /Minimum	High (more time consuming, more people intensive) pre and post
<b>Financial Returns to University</b>	Royalties, upfront payments	Royalties, upfront payments, equities, dividends
<b>Financial Returns to the inventors</b>	Royalties (university policy)	Royalties (university policy) + equity gains and dividends, if so
<b>Financial Risk</b>	Modest	Significant







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# What do we need?

- High quality research
- Clear University policy → the interaction with industry within the University strategy
- A clear legislation to foster relations with industry in a simple, flexible way (national, University level)





# What do we need?

- KT should have an impact on academia curriculum
- Professional structures within the Universities to promote this industry-university communication and to detect industry demands → people able to talk the same language or act as translators
- Specialized courses
- Researchers mobility between University and Industry





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# What *else* do we need?

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# What *else* do we need?

- MORE COFFEE!!!!





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# Why?

- To contribute to the economic development
- Society benefits from knowledge
- The University becomes more real
- Walking towards the entrepreneurial university

....and KEEP ON WALKING



## Conclusions

- A proper University environment is needed
  - Towards the entrepreneurial university with clear, but flexible, policy and some support structures such as science parks, incubations, etc.
  - Introducing technology transfer, IP issues on courses, both for students and researchers
- The University should help to create companies but should not interfere in their lives



## Conclusions

- The importance of the TEAM
  - The researchers play a very important role  
BUT
    - They know almost nothing about business
    - Too much stress on the technical issues
  - Conflicts of interest might arise → clear, but again flexible, rules
  - Well-balanced team → CEO with business skills, contacts and experience



## Conclusions

- Regarding the TTOs
  - Must be able to detect potential projects
  - To assist the researchers
  - Have contacts in the “real” world
  - Help the team to put all the **NOTES** together (IP, technology, investment, team, etc.)







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# Thanks for your attention!

## *Questions?.....*

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