



open ipr

research to innovation via startups



igniting innovations

Startup Commons

Entrepreneurship lead innovation is positive and powerful driver to push societies forward. Startups focus this drive and energy to create and validate new innovations to find solutions for problems at various scale.

Startup Commons Global focus on scaling entrepreneurship and innovation by working with higher education institutions and governments on local and national levels to empower and enable to develop startup ecosystems with training, knowledge & resources, startup ecosystem development consulting and digital infrastructure platform to connect, measure & monitor ecosystem activities.

Why?

- Entrepreneurship lead innovation is positive and powerful driver to push societies forward. Startups focus this drive and energy to create and validate new innovations to find and build solutions for problems at various scale.
- There is a growing need for knowledge and tools that focus on full startup journey by connecting methods, tools and knowledge from various stages in systematic manner, along with understanding of the service ecosystems supporting this journey
- Dynamic startup ecosystems breed new startups that create 2/3 of new jobs, attract international talent and foreign direct investments.
- Network connectivity within and between the ecosystems is the single most important contributor to growth.

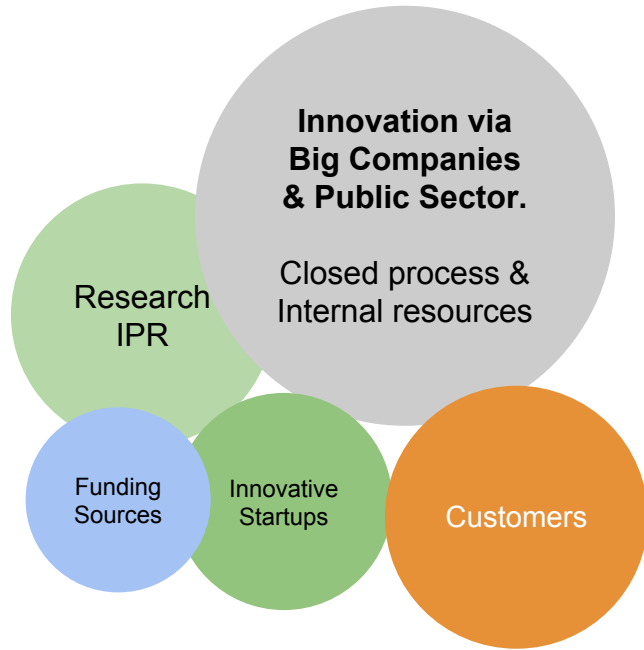


**igniting
innovations**

innovation megatrends

- majority of university research is under utilized and not moving upstream towards innovation
- spin-out volumes are low
- megatrends towards open and accelerating innovation are transforming the innovation funnels
- validated innovations are being done more and more by innovative startups, lead by driven entrepreneurial teams
- big companies are looking for validated innovations and as such are collaborating more and more with innovative startups globally

innovation ecosystem



startup ecosystem



innovative startups

- innovative startups are fast and flexible with motivated & committed teams
- innovation is more open and more exposed to markets
- startups create $\frac{2}{3}$ of all new jobs
- are cost effective and supported by private and public parties
- smart big companies are moving to open innovation, working together and buying most potential startups
- “outsourced innovation” for big companies

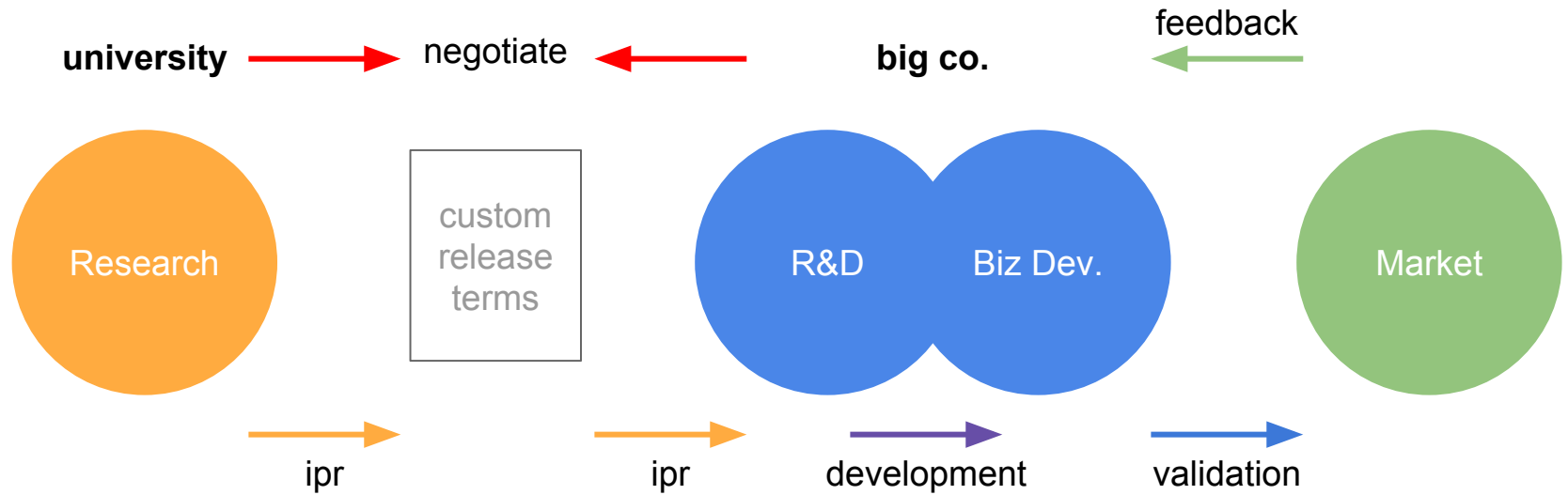
challenges

- most technology transfer concepts and processes are do not yet support these megatrend or “digitalization of everything”
- current models are not designed to support innovation via startups
- yet, startups need stronger research based **ipr**'s to create more attractive and competitive innovations
- low connectivity with startups and entrepreneurship
- not many optional technology transfer or **ipr** release models available
- general lack of innovation to improve these **ipr** release models
- universities are not able to capture benefits of these opportunities/needs

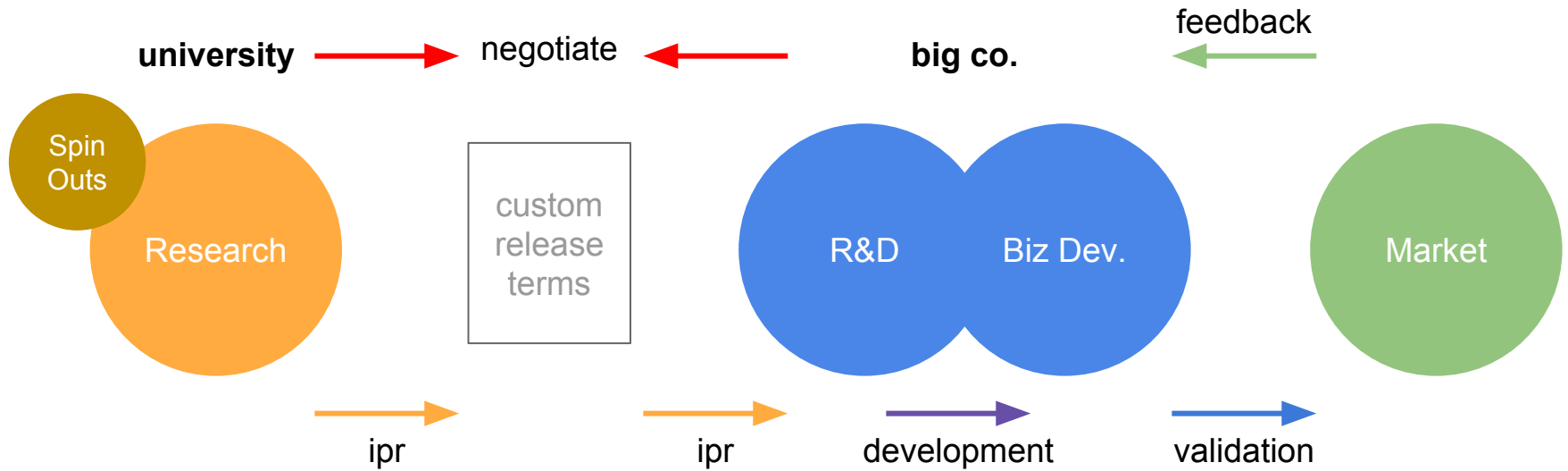
opportunities

- create more innovative and scalable **ipr** release model
- based on learnings and concepts from other parts of the innovation funnel
- fixed and templated models that are more accessible, transparent and efficient
- complementary to other concepts to move more research to innovation
- connected with entrepreneurship, startup ecosystem concepts and more open innovation funnel

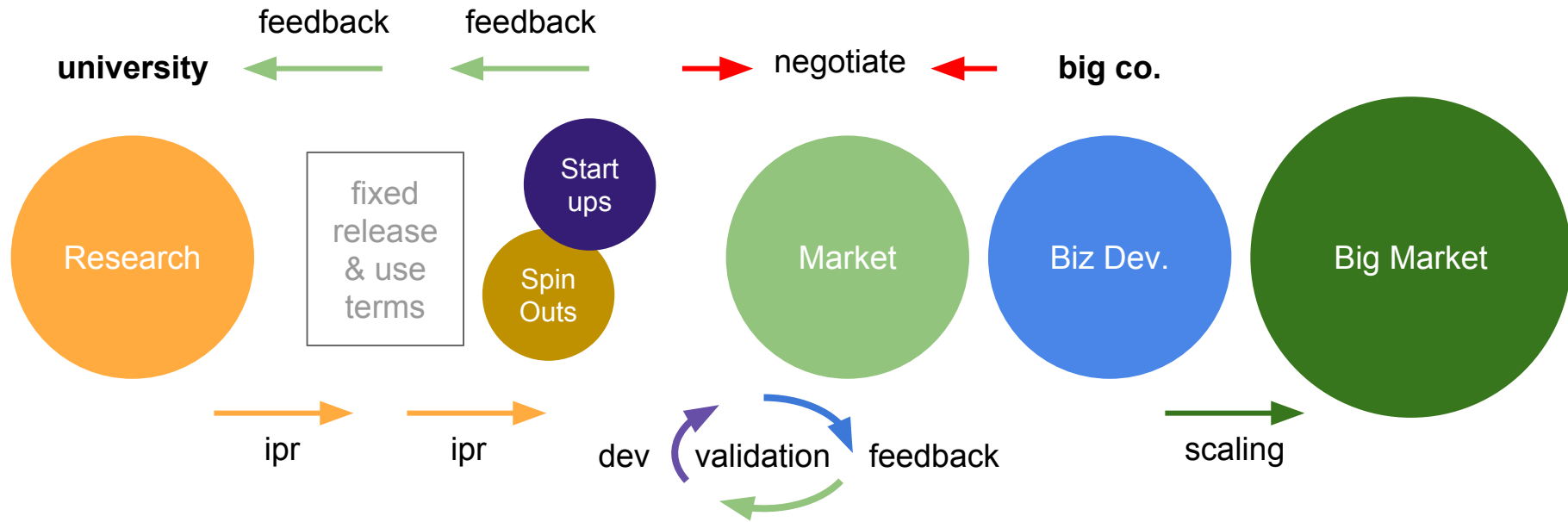
traditional closed release model



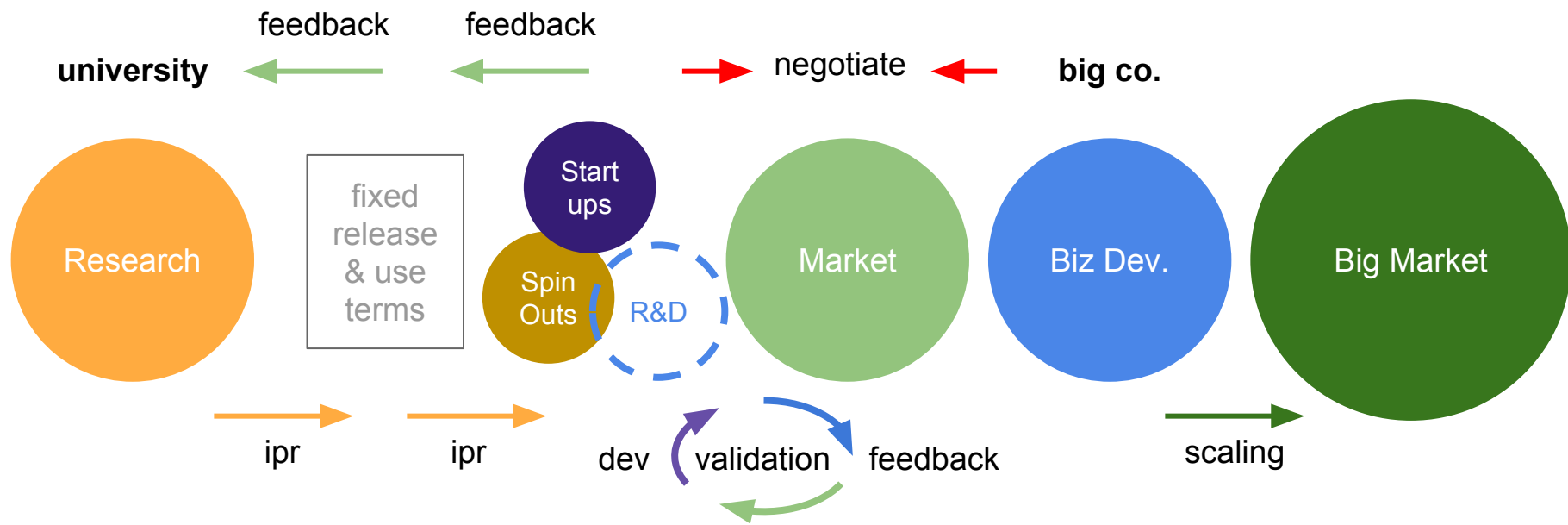
traditional closed release model



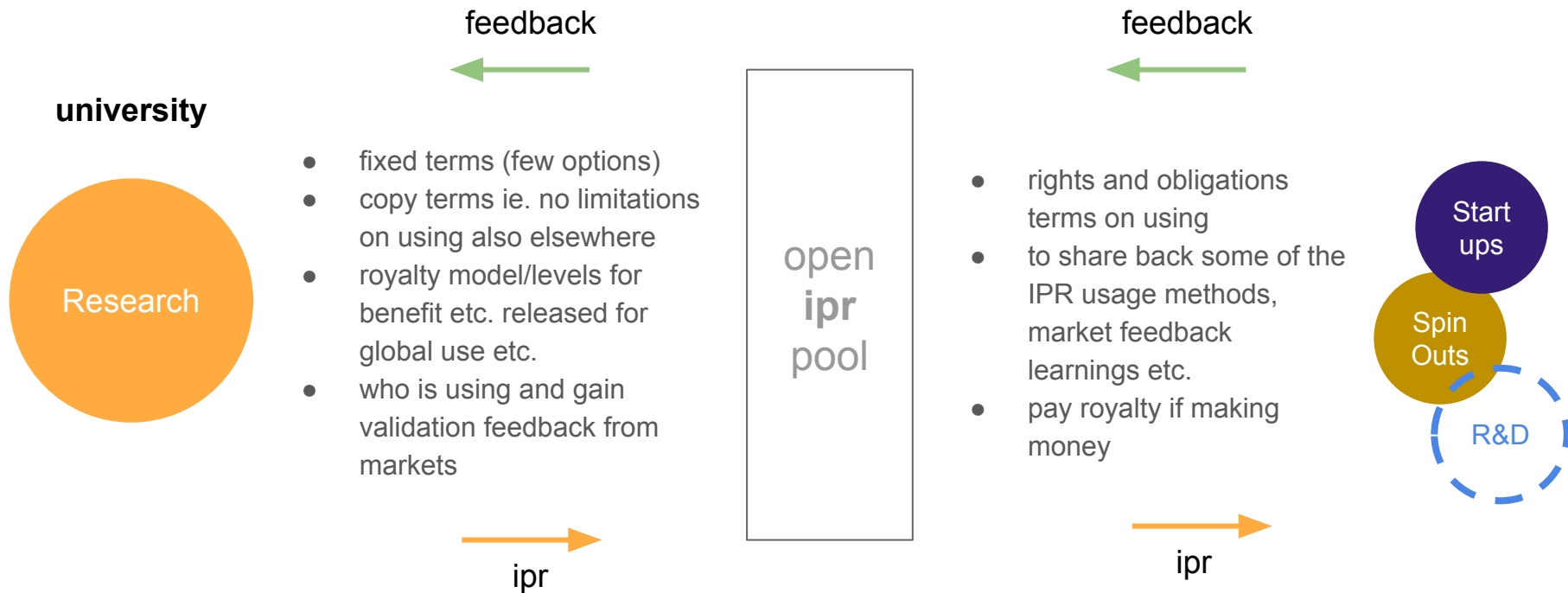
open ipr model



open ipr model



open ipr model



open ipr model

- open **ipr** release agreement with
 - fixed release terms (copy terms ie. no limitations on using also elsewhere), royalty model/levels for benefit etc. released for global use etc.
 - rights to know who is using and gain validation information from those opting to use the **ipr**'s
- open **ipr** use agreement for **ipr**'s released
 - rights and limitations of use
 - obligations on using ie. to share back some of the IPR usage methods, learnings etc. for **ipr** releaser (in the beginning), pay royalty if making money
- place to manage open **ipr**'s, documents & contact details
 - concept idea & target
 - submit, upload, save, search, statistics
 - supporting communication materials and documentation

comparing models

traditional models

- long stable history
- custom / flexible
- low volume, slow & closed
- few tracks from single research/ipr
- target big deals & big companies
- higher risk and high upfront cost for company
- no/low market feedback for further research
- mainly for own needs only
- limited market learning
- develops only by own effort
- limited levels of international & limited mixed verticals action/potential

open ipr model

- new & innovative
- fixed release/use terms, no negotiations
- high volume, fast & open
- multiple tracks from single research/ipr
- target high volume, all size companies
- low risk, low upfront cost for company
- max market feedback for further research
- same format for multiple universities
- fast shared learning
- ongoing shared development efforts
- designed for global & mixing various verticals
- **not competing but complementary model**

real time & historical measurability

- search volume and terms per search profile (industry, location, role etc.)
- number of views & requests
- volume of ipr released
- time from release to use/application
- volume and type of ipr searched, taken to use per ipr
- number of mixed use cases of ipr
- most attracting ipr
- number and quality of validation feedback per ipr & per ipr user
- royalty revenue per ipr
- other revenue per ipr (fees, exits)
- number of new research initiated based on feedback
- international vs local use
- benchmarking with others part of same concept

partnership model

- open **ipr** concept will act as an innovation ignition engine and a central attraction to connect key players
- physical and virtual communities are used to facilitate connections and networking
- initial revenue model can be either fixed fee paid by University for operating open **ipr** function OR connected to ROI generated from the released **ipr**'s OR combination of these two
- revenue sharing between partners

connected activities

- Own physical communities
- matching between people to form and strengthen multi talent teams
- matching & mixing startup ideation and innovations with open **ipr's**

global activities

- connecting local communities globally
- connecting **ipr** pools for cross border search, distribution, matching & mixing
- innovation matching with big companies
- connections to digital finance markets
 - existing crowdfunding platforms
 - existing equity crowdfunding platforms
 - building own or partner platforms with universities

shared source software licensing

- benefit from shared development efforts
- learnings, best practises and benchmarking
- shared ownership & cost structure
- disconnect and keep the the software if not experiencing the benefits of being connected



WIKI
SEN
BEN?
TV

RING 4

Welcome to de Vrije
WIT TECHNIEK
EN OZMAATWERK
GEMEENHEBBEND
STUUT

open ipr
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igniting innovations