igniting innovations

open ipr
research to innovation via startups

igniting innovations
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

Innovation via Big Companies & Public Sector.

Closed process & Internal resources

Research IPR

Funding Sources

Innovative Startups

Customers

startup ecosystem

Innovative Startups

Open, collaborative & external resources

Innovation via Big Companies & Public Sector.

Research IPR

Funding Sources

New Funding Solutions

Support Organizations

Service Providers

Customers
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

- university
- negotiate
- big co.

- Research
- custom release terms
- R&D
- Biz Dev.
- Market

- ipr
- development
- validation

feedback
traditional closed release model

university → negotiate → big co.

Research

custom release terms

R&D

Biz Dev.

Market

Spin Outs

ipr

feedback

devlopment

validation
open ipr model

Research

university

feedback

fixed
release
& use
terms

Start ups

Spin Outs

market

Market

Biz Dev.

Big co.

negotiate

feedback

big co.

scaling

ipr

ipr

development

validation

feedback

Big Market
open ipr model

university

Research

fixed release & use terms

Spin Outs

Start ups

feedback

feedback

negotiate

big co.

Market

Biz Dev.

Big Market

ipr

ipr

dev

validation

feedback

scaling
open ipr model

- fixed terms (few options)
- copy terms ie. no limitations on using also elsewhere
- royalty model/levels for benefit etc. released for global use etc.
- who is using and gain validation feedback from markets

university

Feedback

research

ipr

open ipr pool

Feedback

Start ups

Spin Outs

R&D

- rights and obligations terms on using
- to share back some of the IPR usage methods, market feedback learnings etc.
- pay royalty if making money
**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
<table>
<thead>
<tr>
<th>traditional models</th>
<th>open ipr model</th>
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</thead>
<tbody>
<tr>
<td>long stable history</td>
<td>new &amp; innovative</td>
</tr>
<tr>
<td>custom / flexible</td>
<td>fixed release/use terms, no negotiations</td>
</tr>
<tr>
<td>low volume, slow &amp; closed</td>
<td>high volume, fast &amp; open</td>
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<tr>
<td>few tracks from single research/ipr</td>
<td>multiple tracks from single research/ipr</td>
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<tr>
<td>target big deals &amp; big companies</td>
<td>target high volume, all size companies</td>
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<tr>
<td>higher risk and high upfront cost for company</td>
<td>low risk, low upfront cost for company</td>
</tr>
<tr>
<td>no/low market feedback for further research</td>
<td>max market feedback for further research</td>
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<tr>
<td>mainly for own needs only</td>
<td>same format for multiple universities</td>
</tr>
<tr>
<td>limited market learning</td>
<td>fast shared learning</td>
</tr>
<tr>
<td>develops only by own effort</td>
<td>ongoing shared development efforts</td>
</tr>
<tr>
<td>limited levels of international &amp; limited mixed verticals action/potential</td>
<td>designed for global &amp; mixing various verticals</td>
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<tr>
<td></td>
<td><strong>not competing but complementary model</strong></td>
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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 software if not experiencing the benefits of being connected
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