Study on Innovation Launchpad Projects

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Agenda

1. Research Overview
2. Approach
3. Results
4. Briefing FET Services
RATIONALE

- ILP projects have a higher level of maturity and readiness to discuss tech. potential related topics;
- ILP projects represent a category of projects closer to the market than average FET projects, so closer to more appropriate to either contribute to our research and gain value out it;
- ILP world is under analyzed hence not much material is available and our investigation can bring value to the EU Community (report);
- It is a small and focused community with similar characteristics hence easier to address with a focused approach;
- It gives us an occasion to get closer to researchers and really talk to them.

OBJECTIVES

The main research objective is to better know FET ILP researchers for:
- understanding their needs (being able to design useful services from these)
- understand possible areas of improvement in future ILP calls.
To do that BRIEFING adopted the user center design (UCD) approach.

UCD is a multidisciplinary design approach based on the active involvement of users:

• it was necessary first of all to talk with the protagonists of technological development (the researchers) to understand their needs and needs on research, to propose a set of services that supports their needs.

• The collection of needs and expectations allowed BRIEFING partners to develop a set of useful services for researchers and to make them aware of the factors that are fundamental in the development of their research.
Research Organizations

- Research Institution: 36%
- University: 29%
- Governmental Institution: 29%
- GmbH: 3%
- Company: 3%
PEOPLE INVOLVED

On average a team is made of 8 people and this indicates quite an effort required to run such projects despite the available funds allocated to each project by the FET ILP program.

- **39%** have a combination of technical skills with a specific focus in a detailed area.
- **35%** have skills in the science field (biology, biomedical engineering, research and development, material science, mathematics).
- **26%** have skills in management and business (project management, business development, spin off creation, IP protection).

YEARS OF EXPERIENCE

- **48%** have 0 – 5 years of experience.
- **42%** have 5 – 10 years of experience.
- **10%** have more than 10 years of experience.
Within the projects that originated the existing FET ILP project, the researchers were exposed to a variety of challenges and opportunities that lead them to apply for the ILP program. Between those, opportunities for market development, commercialization, research development, prototyping, product development, TRL improvement are the most diffused motivations.
ILP
Use of Financial Resources

- To pay staff: 87%
- To better develop our technology: 65%
- To perform a business analysis: 58%
- To study who is our real target: 48%
- To create a proof of concept of our idea: 39%
- To gain more expertise: 32%
- To commercialize the project: 26%
- To gain IP protection: 26%
- To create a spin-off: 23%
- To have a communication training: 23%
- To perform a business analysis: 19%
- To pay staff: 16%
- To gain IP protection: 13%
- To create a spin-off: 10%
- To have a communication training: 6%
- In vivo test/ consultancy for certification: 3%
ILP
Trainings Attended
ILP
Research Advancement

- Improvement of the previous idea
- Definition of a new research path/ project, with incremental innovation
- Definition of a new research path/ project, with radical innovation

79%
18%
4%
ILP Results

- **Identification of possible interested companies for our idea**: Achieved 7.14%, Expected and in progress 17.86%, Desired but not achieved 35.71%, Not obtained 28.57%.
- **Increased knowledge**: Achieved 7.14%, Expected and in progress 0.00%, Desired but not achieved 10.71%, Not obtained 67.86%.
- **Test of our idea**: Achieved 7.14%, Expected and in progress 3.57%, Desired but not achieved 35.71%, Not obtained 35.71%.
- **New business knowledge**: Achieved 14.29%, Expected and in progress 7.14%, Desired but not achieved 32.14%, Not obtained 21.43%.
- **Progress on our business model**: Achieved 10.71%, Expected and in progress 7.14%, Desired but not achieved 32.14%, Not obtained 21.43%.
- **Greater development of our idea**: Achieved 28.57%, Expected and in progress 10.71%, Desired but not achieved 14.29%, Not obtained 10.71%.
- **New working methodology**: Achieved 32.14%, Expected and in progress 14.29%, Desired but not achieved 10.71%, Not obtained 21.43%.
- **Patenting of our idea**: Achieved 14.29%, Expected and in progress 17.86%, Desired but not achieved 10.71%, Not obtained 10.71%.
- **Study on the best IPR strategy for our idea**: Achieved 7.14%, Expected and in progress 7.14%, Desired but not achieved 7.14%, Not obtained 7.14%.
ILP MOTIVATIONS

• Study the **market**: researchers need to have a clearer idea on the potential market and the users.

• Build a **spin off**: looking at the aim to commercialize a product or bring a technology on the market the need to build a company is in the perspective of the researchers.

• **“Unexpected” or “natural” result**: sometimes at the origin of FET ILP there are unexpected results reached in previous projects, in other cases researchers are working from several years in the field and the ILP is a natural step

• **Researcher at the center**: in some cases the researcher is the point of connection between the original project and the FET ILP

RELATIONSHIPS WITH PREVIOUS PARTNERS

For **35% of the projects** there is still a connection between partners and in some cases other partners or sub-contractors have been engaged according to specific needs of the project:

• Most of the organization has no longer worked with previous partners (65%) because going to the market alone is better to reduce the risk:
FET ILP researchers are pretty aware about the challenges and the barriers they have to face during the project. Most of them are related to two main fields: the market and the technology.

- **Budget constraints to further develop technology**
- **Management of the project**: especially in terms of management the opportunities, flexibility, time schedule
- **Lack of knowledge**: it’s difficult to better identify the market and the demand
- **Research and communication with customers**: it’s difficult to identify the true customer and develop a repour between them and the technical researchers
FET ILP researchers were able to leverage the provided resources and leverage the knowledge network to improve and enhance their research.

- **Business related topics**
- **Communication**
- **Mentoring**
- **Project management and User Centered approach**
- **Accounting**
Briefing
Services and Solutions Offered

BRIEFING Phase 0 // Initial Assessment

YOU ARE HERE!

Save your slot by filling the Doodle

Innovation Opportunity Workshop (online)

Join the Briefing community & Marketplace!

Initial audit to collect the preliminary known needs of the FET attendees.

Suitable Roadmap of services for the FET participants.
**Briefing**

Services and Solutions Offered

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**Innovation Opportunity Workshop**
Identify, analyze and prioritize the skills and resources necessary for a conscious development.

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**Communication Training**
Learn how to communicate your research results to business stakeholders.

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**Innovation and IP Strategy**
Learn how to employ IP protection mechanisms in a strategic context.
Briefing
Services and Solutions Offered

Online Business Training & Coaching
Learn the nuts and bolts to entrepreneurship.

Mentoring
Find the perfect mentor to assist you during your FET/EIC research journey.

Webinars
Free access to pre-recorded presentations on IPR, management and entrepreneurship.