



Call for papers

Driving Innovation from Science to Business

How customized marketing practices can help universities and PROs to get their research to market?

European Trans2Tech Conference
March 6, 2008
Aix en Provence – France

Presentation of the conference

Driving Innovation from Science to Business conference will bring together knowledge and technology public providers (Universities, Public Research Organisations, Technological Institutes, etc.) on the topics related to the marketing of research in response to the industry and business' needs and requirements.

Objectives

This conference will enable attendees to exchange issues that hinder efficient knowledge and technology transfer (K&TT), including the legal and organisational barriers, the cultural gap between the business and sciences communities and the fragmented markets for knowledge and technology, in order to define successful mechanisms to strengthen their partnerships with research users.

This event will also launch the dissemination of a **catalogue of good marketing practices focusing on knowledge and technology transfer experienced throughout Europe**.

Proceedings of the conference and the catalogue of marketing good practices will constitute a useful European portfolio of knowledge and technology transfer schemes and activities.

Place

The conference will take place on 6th March, 2008 in Aix-en-Provence, France.

Language

English will be used for all presentations and documents.

Attendees

The event will appeal to all representatives involved in academic knowledge and technology transfer and valorisation of public research, including :

- Universities
- Public Research Organisations (PROs)
- Technology Transfer Offices (TTOs)
- High Educational Institutes (HEIs)
- Technological Institutes
- Technological and technical centers
- Intellectual property advisor
- Science parks and clusters
- Incubators
- Networks that facilitate knowledge and technology transfer between public research and industry

Organised by



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THE BRUSSELS ENTERPRISE AGENCY

Within the framework of Trans2tech project supported by the European Commission



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Context

The conference is organised by Méditerranée Technologies, with the contribution of all Trans2Tech partners: Science-to-Business Marketing (Germany), INRA-Transfert (France), Consorzio Pisa Ricerche (Italy), Barcelona Media (Spain) and Brussels Enterprise Agency (Belgium).

The Trans²Tech project aims to strengthen the link between academic research, high technology industry (start-up, SMEs, large companies) and intermediaries such as venture capitalists using three main objectives:

- provide industry and venture capitalists with an pan-European electronic portal offering them an exhaustive and structured view over technological opportunities from academic Research throughout Europe;
- design and implement a system enabling evaluation of the industrial potential of technologies, projects, structures and teams from academic Research;
- promote marketing approaches and tools encouraging academic Research to better identify and even anticipate industrialists' needs.

Trans²Tech is supported by the European Commission within the framework of the 6th Framework Programme - Innov7.

Programme

A plenary morning session will enable the attendees to learn about the kind of approaches that assist the successful use of their research results.

Following the plenary presentations, attendees will divide into three parallel workshops to explore several of these approaches in more detail. Workshops will be led by moderators to facilitate a discussion of particular issues and to try to find responses to the following questions:

- What are the main success factors to transfer knowledge and technology to enterprises?
- What are the necessary qualities of Technology Transfer Offices (TTOs) to manage cooperation with enterprises?

Attendees wishing to present formally their own practice(s), tool(s) for the technology transfer will be invited to do it during those workshops (those presentations must be previously described in the registration form).

Notes (experiences, ideas, recommendations) from each workshop will be compiled for general presentation to all participants by the end of the conference.

Call for papers: instructions

Authors are invited to submit papers describing their approach, experience, tools on related topics following the instructions below.

The selected papers will be published in the catalogue of marketing good practices and with the conference proceedings that will be disseminated throughout Europe.

Topics : approaches, experiences, tools in response to the following questions

A/ Knowledge and people flows

- How can marketing activities increase the participation in collaborative programmes and projects?
- Can performed collaborative research be considered as a means to promote a Research organisation?
- How to develop durable partnerships with collaborative tools?
- Improve knowledge and technology transfer by strengthening interpersonal relationships with industrialists (networking, collaborative Research Fellowships, placements, exchanges, training, working groups gathering students from scientific and business schools, promotion of entrepreneurial culture, etc.).

B/ Evaluation and marketing of research

- How to identify knowledge to be transferred?
- How to evaluate a technology, a competence regarding the market, the technical feasibility, the state of the art and , the financial analysis?
- How to define the financial stakes that should be communicated when approaching enterprises or venture capitalists: estimation of expected sales and revenues, costs, investment required, possible payback period, etc?
- How to analyse the market of an innovation, of an idea that only exist 'on the paper', of a prototype?
- How to deal with the market segmentation in technology transfer?
- How to identify and evaluate potential customers and partners?

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- How to manage a successful market analysis with a limited budget and short time?
- How to reduce the costs of the non-fundable stages?
- How to conduct a customer-focused development to fit closely to the user needs and expectations?
- How to choose the right strategy for transfer (licensing, spin-off, collaborative project, research contract, etc.)?
- How to develop equity deals for licence agreements?
- How to determinate the right value and price for a technology, i.e. the one acceptable to the user?

C/ Promotion and commercialization of research

- How to let the user know that the technology exist (communication) and make them want to try it (promotion)?
- How to make the publication of results freely available compatible with industry's need to keep information confidential and protected by intellectual property rights such as patents?
- Which information most interests the technology users? (e.g. stage of the technology, the requirement and time to make it commercial)
- How to face the reluctance of enterprises to cooperate with research bodies due to the lack of resources to innovate?
- How to help SMEs to identify their R&D needs? In particular for SMEs which have not developed an innovation policy, or those which innovate in an informal way?
- What are the successful proactive approaches to engage the industrialist?
- How to develop cooperation with enterprises which have no 'innovation spirit'?
- How to manage a performance measurement for a TTOs' activities?
- How can performance measurement be used as promotional support?

Design

Papers to be considered for the catalogue must include maximum of three pages of text with a title, keywords (5 to 8 keywords that capture the contents of your paper), authors' identity, their affiliation and a summary in three parts:

- 1) Context / motivation / opportunity / objectives
- 2) Description of the approach (methodology, tools, implementation, etc.)
- 3) Results, advantages, bottlenecks, conclusion, recommendations, perspectives

Authors must use the provided template.

Joint presentations by technology suppliers (TTO) and technology users (enterprise, VC) will be look at favourably.

Language: English

Submission

Authors are invited to submit electronically to :

coatanhay@mediterranee-technologies.com

All authors will receive an e-mail acknowledgement regarding receipt of their papers.

Submission format: Microsoft Word format

Deadline for the submission of abstracts is **January 31, 2008**.

The selection committee, composed of the Trans2Tech consortium members, will carry out a selection of the papers to be included in the catalogue of European marketing good practices. Authors will be notified of acceptance of their papers within 20 days. Further details, explanations could be asked to the authors by the selection Committee if necessary.

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