

Welcome to On-line Live Sessions

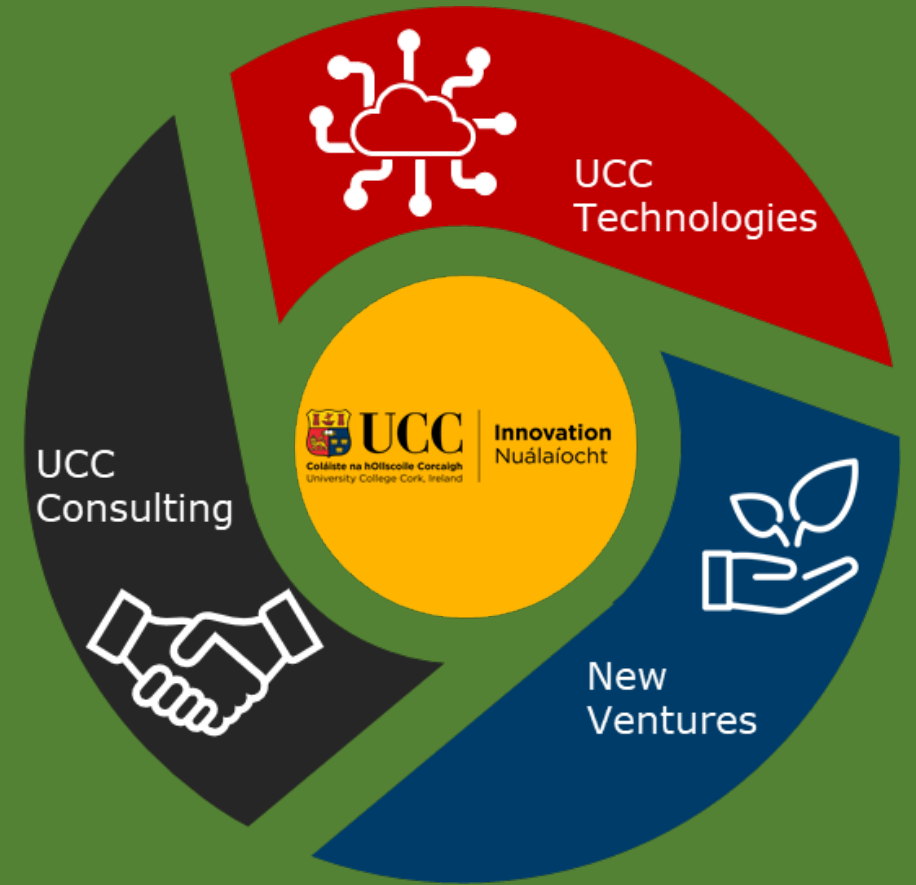
Commercial Awareness & Knowledge Transfer

June 24th 2022



Nuálaíocht
Innovation

IMPACT THROUGH IDEAS AND EXPERTISE



COMMERCIAL AWARENESS

Value added



Our Economy
Here
Please

2017

1970

R&D
Design

Manufacturing

Branding
After-sales
services

Stage of production

Impact 2030

Ireland's Research and Innovation Strategy

- Research and innovation make a real and positive impact across society, the economy and the environment, both domestically and internationally.
- **Enterprises, particularly SMEs, start, succeed and transform through innovation, knowledge exchange, research commercialisation and access to highly skilled people.**
- Research excellence is enabled by a world class, accessible environment supported by a clear Strategy architecture and institutional landscape.
- Research and innovation contribute to a shared island and an innovative Europe through strong North-South, European and global R&I collaborations.
- Investment in research and innovation is increasing, with investment rising to at least 2.5% of the domestic economy before end 2030.
- Research talent is supported at all career stages, and excellence and impact are rewarded

Key Impact Area – 3

Innovation Driving Enterprise Success

3.1 Increasing and Deepening Enterprise R&I Activity

3.2 **Industry-academic Collaboration and Research Commercialisation**

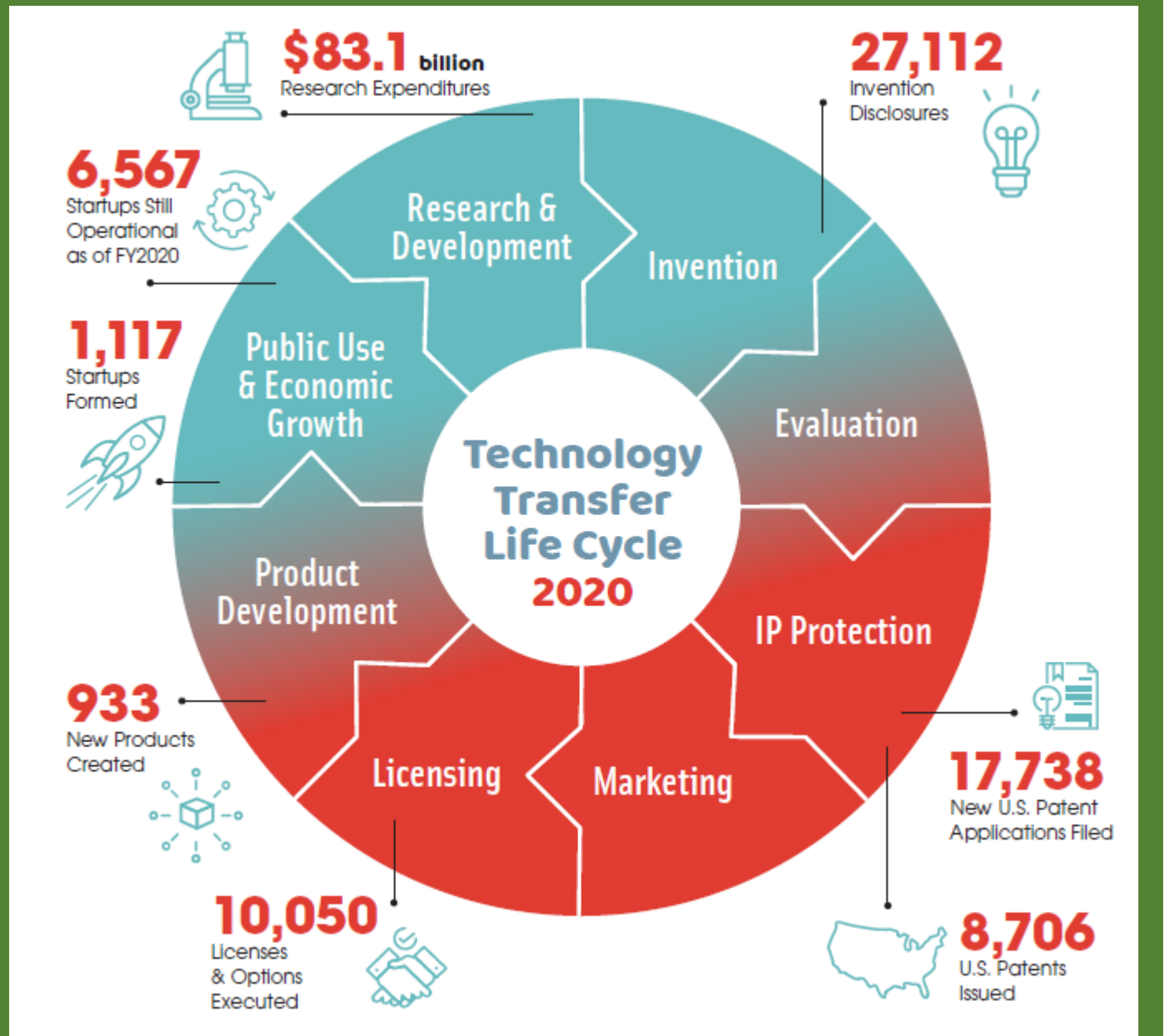
3.3 Driving Enterprise Digitalisation

3.4 Enterprise Innovation to Realise Climate Action Goals

3.5 Smart Specialisation aligned with national R&I priorities

3.6 Wider Business Environment

IMPACT



KNOWLEDGE TRANSFER

💡 CAPTURE

💡 PROTECT

💡 COMMERCIALISE

Technology Commercialisation Process

Identify

- Internal marketing
- Researcher meeting
- IDF Prep
- IDF submission



Evaluate

- Customer Readiness Level (CRL)
- Technology Readiness Level (TRL)
- Business Readiness Level (BRL)
- IPR Level (IPRL)
- Team Readiness Level (TMRL)
- Funding Readiness Level (FRL)



Protect

- Priority
- PCT
- Nationalise



Market

- Write profile
- Promote
 - Online
 - In print
 - Phone



Deal

- Valuation
- Term sheet
- Template agreements
- Sign off



Relationship

- Annual royalty report
- Technology "forward due diligence"
- Research collaboration
- Royalty audit

CAPTURE

Invention Disclosure Form



What is the Innovative part?



Who came up with the innovative part?



Who paid for the work?



Who might want it?

PROTECT

Forms of Protection



Patent



Copyright



Know-How



Open-source

PROTECT

Patent



Negative Right



Novelty



Utility



Non-Obviousness

PROTECT

Copyright



Arises



“Right to Copy” – NOT the idea



Not Registered



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COMMERCIALISE

Outputs



License



Spin-Out Company



Research Collaboration



Consultancy

COMMERCIALISE

Impacts



Jobs



Products

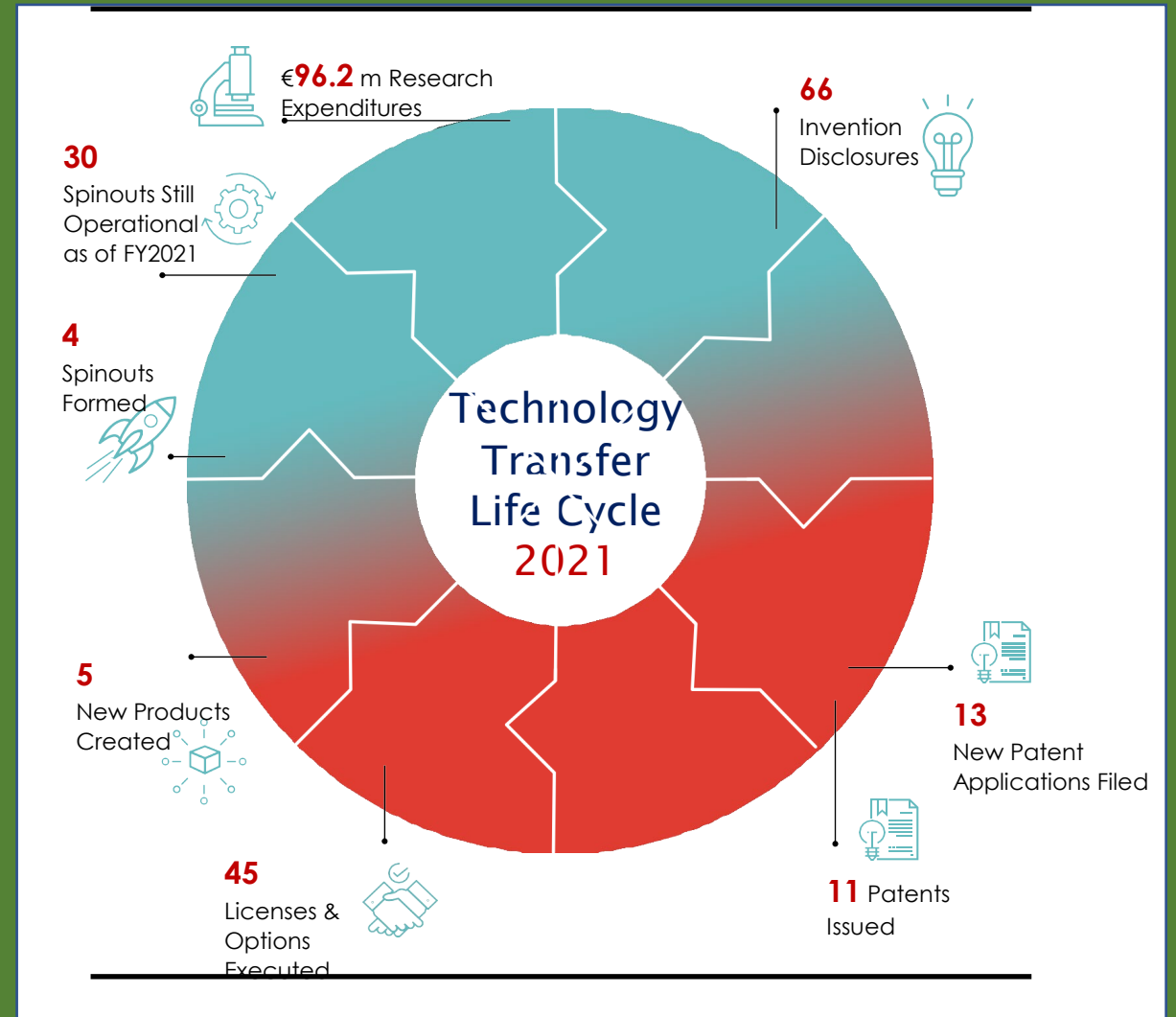


Partnership



Revenue

BENEFITING SOCIETY & ECONOMY



ACTIONS

UCC owns the IP



Talk to UCC Innovation...early



Don't publish...yet



Use Confidentiality Agreements



Leave a Forwarding Address

CONTACT US

Technologies UCC



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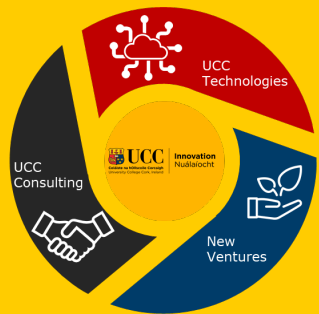


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**Nuálaíocht
Innovation**