

# DEVELOPMENT OF THE EFFECTIVE ENVIRONMENT FOR THE INNOVATIVE BUSINESS



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# APPROACH

## CONDITIONS FOR INNOVATION

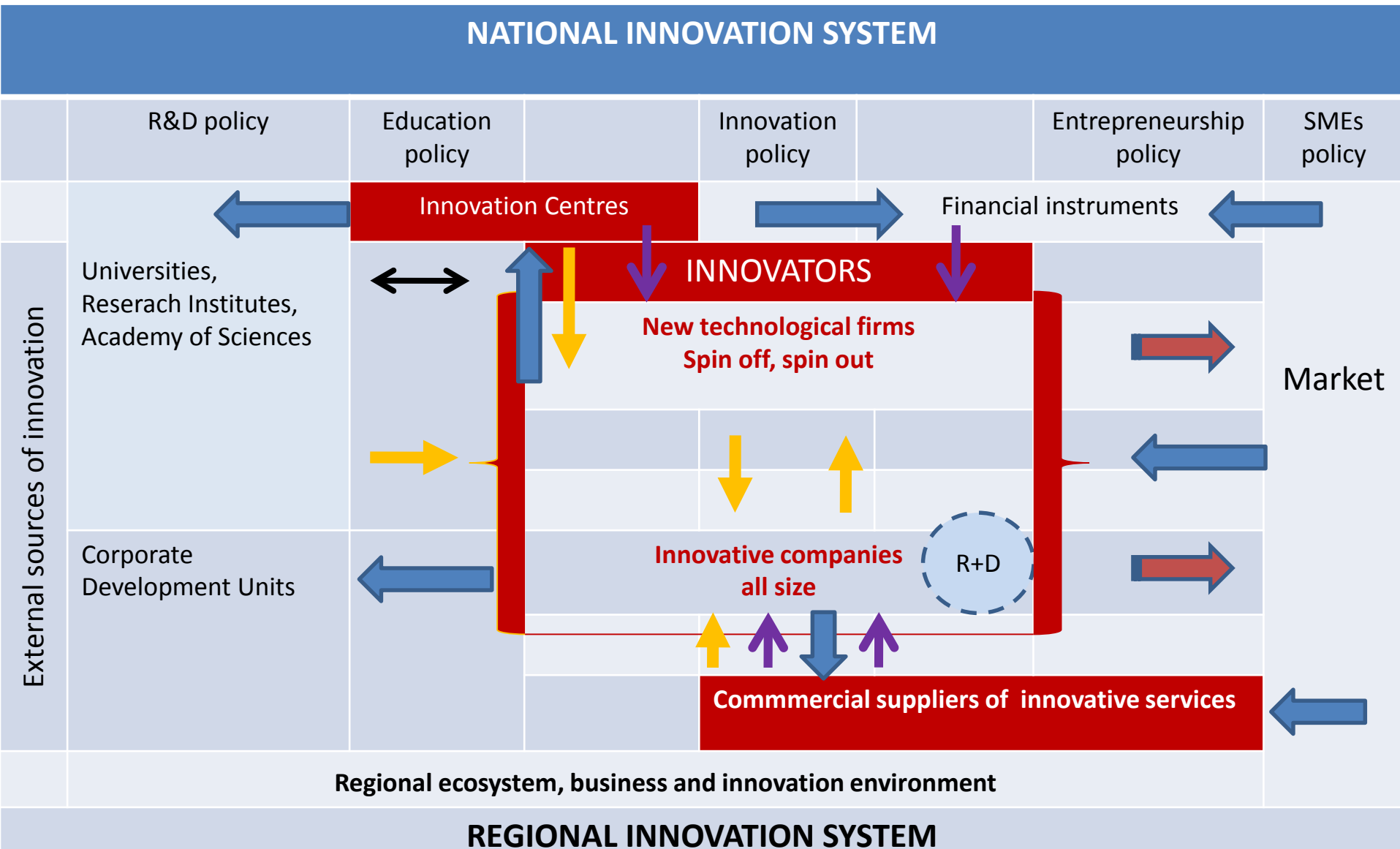
- **Structural factors**
  - Industrial sectors
  - Science
  - Research & Development
  - Business Innovation Support Programmes
  - Financial instruments
  - Regional growth poles
- **System factors**
  - Legal regulations
  - Intellectual Property Rights protection
  - Science organisation, financing and career path
  - University policies and procedures
  - Tax regulations

# APPROACH

## CONDITIONS FOR INNOVATION

- **Mental and cultural factors**
  - Social Capital
  - Stereotypes
  - Social awareness and acceptance for innovative approach
  - Self-esteem of science-industry actors
- **Competencies**
  - Public administration
  - Government and administration of universities and research institution
  - Entrepreneurs and management of companies
  - Business Innovation Support Organisation staff

# TECHNOLOGY TRANSFER AND KNOWLEDGE COMMERCIALIZATION



# KEY INNOVATION ACTORS

## Poland

- Polish Government
- 16 Province Self-Governments
- European Union
- Agency for Industrial Development
- Polish Agency for Entrepreneurship Development
- The National Center for Research and Development
- The National Science Center
- National Contact Point for Research Programmes of EU - HORIZON 2020
- Regional Contact Points for Research Programmes of EU - HORIZON 2020
- National Contact Point for EU Programmes Financial Instruments
  - COSME 2020/HORIZON2020/EaSI/Creative Europe

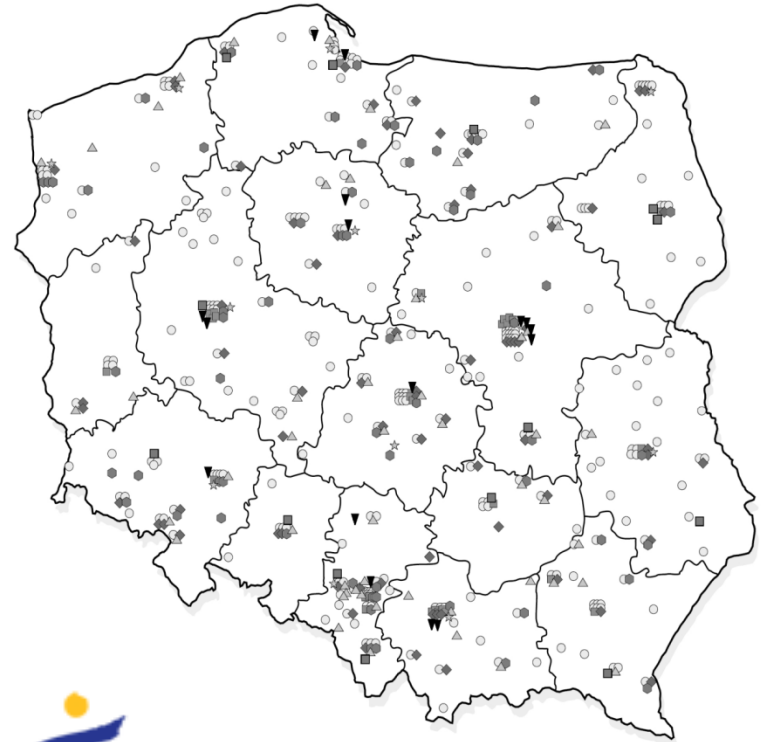
# BUSINESS INNOVATION CENTRES

## Poland

Science Technology Parks  
Business and Technology Incubators  
Technology Transfer Centres  
Polish Technology Platforms  
Centers fo Excellence  
Centers for Advanced Technologies  
Enterprise Europe Network  
Clusters  
National Innovation Network  
National Chamber of Commerce  
Polish Federation of Engineering Associations  
Polish Business Innovation Centres Association  
Academic Business Incubators Foundation  
Loan and Guarantee Funds  
Seed Capital  
Business Angels  
Venture Capital



STOWARZYSZENIE ORGANIZATORÓW  
OŚRODKÓW INNOWACJI  
I PRZEDSIĘBIORCZOŚCI W POLSCE



# COMPANIES TECHNOLOGY POTENTIAL

Type 4: Creative, gazelles High capability and absorptive capacity	3%
Type 3: Strategic, innovative Know what, but not always where and how	17%
Type 2: Reactive. Know they don't know , but don't know what	80%
Type 1: Passive. Don't know that they don't know	

Source: A.Watkins, World Bank, LIAA/LTC

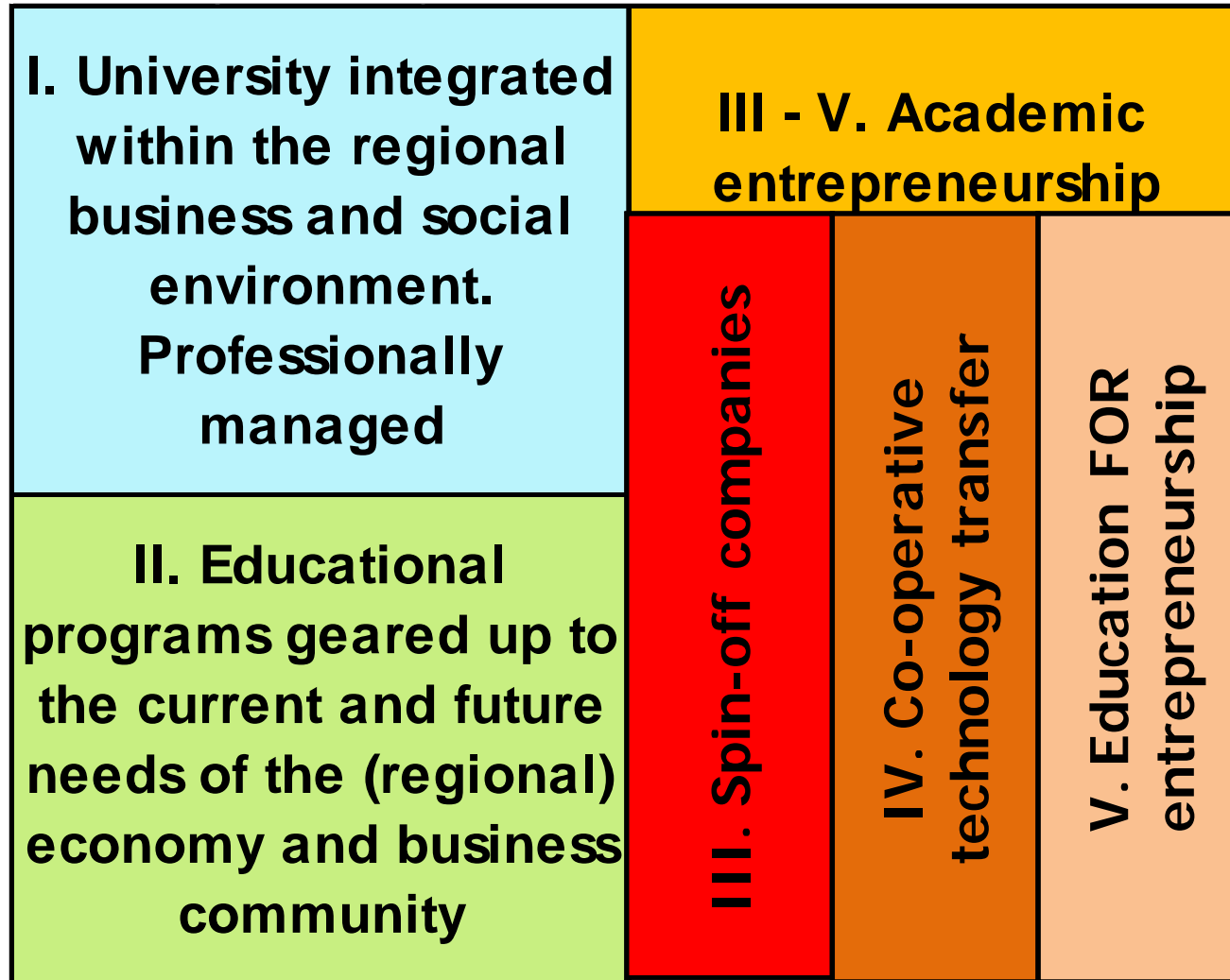
# ACADEMIC AND ENTREPRENEURIAL ROLE

	Academic	Entrepreneurial
Norms	Universalism Communism Disinterestedness Skepticism	Uniqueness Private property Passion Optimism
Processes	Experimentation Long-term orientation Individualistic/Small group	Focus Short-term orientation Team management
Outputs	Papers Peer recognition/status	Products Profits

Source: Sanjay J. , Gerard G., Mark Maltarich., *Research Policy* 38 (2009) 922–935

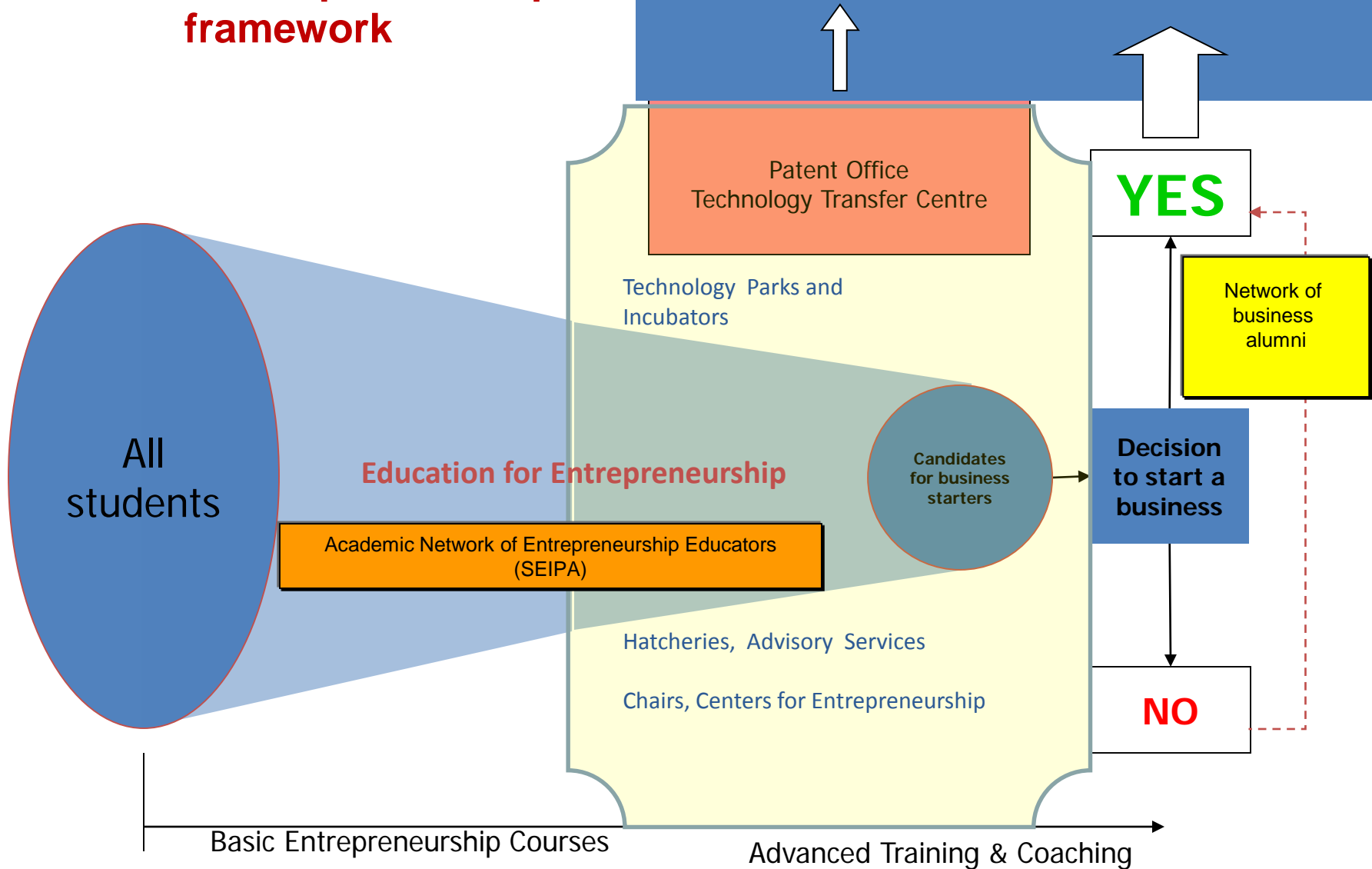


# FIVE PILLARS OF ENTREPRENEURIAL UNIVERSITY



# Education within a broader academic entrepreneurship framework

Launching spin-off, spin-out companies



# BAYH – DOYLE ACT

- Patent and Trademark Law Amendments Act of 1980, U.S.A.
- Enabling small businesses and non-profit organizations, including universities, to retain title to inventions made under federally-funded research programs
- Encouraging universities to participate in technology transfer activities
- Universities are expected to file patents on inventions they elect to own
- Universities are expected to give licensing preference to small businesses
- The government retains a non-exclusive license to practice the patent throughout the world
- The government retains march-in rights
- Countries with similar legislation:
  - Brazil, China ,Denmark, Finland, Germany, Italy, Japan, Malaysia, Norway, Philippines, Russia, Singapore, South Africa, South Korea,,United Kingdom, Poland

# LAMBERT AGREEMENTS

## United Kingdom

- 5 model agreements for one-to-one collaborations
- 4 consortium agreements for multiple parties
- Help facilitate contract negotiations involving publicly-funded research organisations (eg. universities) and companies
- The Lambert Working Group on Intellectual Property since 2004
- Members:
  - The Association of University Research & Industry Links
  - The Confederation of British Industry
  - Regional Development Agencies
  - PraxisUnico
  - A number of UK companies and universities
  - Several government departments



# INTELLECTUAL PROPERTY OFFICE United Kingdom

**DON'T  
PAY  
UNNECESSARY  
COSTS**

## **Intellectual Property for business**

The IPO's IP for business tools and guidance can help create value from ideas, turning inspiration into sustainable business success

## **Intellectual Property for universities**

Helps University students and academics understand IP

Helps universities and businesses to work together

Source: <https://www.gov.uk/government/organisations/intellectual-property-office>

# PROFESSOR PRIVILEGE

- Gives university researchers right to own inventions from publicly funded research
- Under professor privilege the inventor has no obligation to share income
- Contrary, with university ownership, income from commercialization is shared between the university and the inventor
- Countries with professor privilege:
  - Switzerland, Great Britain, Sweden,
- Countries without professor privilege:
  - USA, Denmark, Belgium, Slovenia, Hungary, Norway, Austria, Germany, Finland, Japan, Poland

# OBSTACLES

- Bureaucratic and administrative procedures related to knowledge commercialization and technology transfer support system
- Low level of consolidation of Technology Transfer and Knowledge Commercialization System
- Lack of policies and procedures regarding knowledge commercialization and technology transfer within universities and research institutes
- Low social trust and lack of real partnership
- Lack of business experience within Business Innovation Centres/Technology Transfer Offices staff
- Priority for commercial education within universities
- Slow system changes regarding science, research and development
- Lack of comprehensive innovation policy consistent with sectoral policy: industrial, agricultural, employment, science, research and development
- Ownership of intellectual property created in research institutions
- Distribution of benefits resulting from successful commercialization between university and inventor
- Potential conflict of interest resulting from a dual role: scientist and entrepreneur

**INNOVATION POLICY**

**ENTREPRENEURSHIP**

**MARKET FOR INNOVATION**

**EDUCATION**

**FINANCIAL INSTRUMENTS**

# **KEY SUCCESS FACTORS**

**SCIENCE**

**BUSINESS INNOVATION SUPPORT**

**RESEARCH & DEVELOPMENT**

**INTELLECTUAL PROPERTY RIGHTS**

**UNIC ADVANTAGES**





**Thank you for your attention**

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