

Facilitating industry-academia collaboration

Science technology park Belgrade, March 2nd 2017



STP Belgrade tackling challenges

Strategic goals:

- ▶ **Attract and connect companies with science, research and high education institutions**
- ▶ Encourage return impact on University through the **joint research with companies to commercialize joint innovations;**
- ▶ Establishment and development of **increased number of spin off companies by contemporary methodology;**

Challenge: **Poor linkages between industry and PRO**

- ▶ Growing alienation leading to **low collaboration**
- ▶ Lack of collaboration leading to **low commercialization** of knowledge
- ▶ Low commercialization leading to **low private investments** into knowledge



STP CASE: Potentials & Challenge

- ▶ **Great potential form the institute (TRL5),**
- ▶ Dedicated team of the researchers from the Institute
- ▶ The team is developing new smart packaging technology that is going to enable longer survival of different goods on the shelf.
- ▶ The product is in the phase of testing with potential users/buyers of this technology. Target groups primarily are: producers of organic food, producers of fruits and confectionary industry.
- ▶ TRL 5

- ▶ **BUT:**
- ▶ **Does it have market value?**
- ▶ **How can we comercialize it?**
- ▶ **Strategy and access to finance**



STP CASE: Potentials & Challenge

► Support of NTP:

Prepare foundations:

- Lean workshops and individual counseling to set the value proposition and development objectives
- Prepare the presentation for market assessment
- R2B meetings with possible target segments in industry
- Mediating in checking the interest of potential partners

Partner:

- Facilitation and mediating in tailoring the project to ensure equal distribution of risks, governance and benefits.
- Co-creation of procedure and project stages
- Financial structure – alternative solution
- Legal counseling – rights and responsibilities
- Lean development (invention 2 innovation): short cycles, close collaboration, NTP mediation & support

Product development – researchers with support from industry

- Market development – researchers and NTP park with experts
- Team development – NTP park





Collaborative innovation

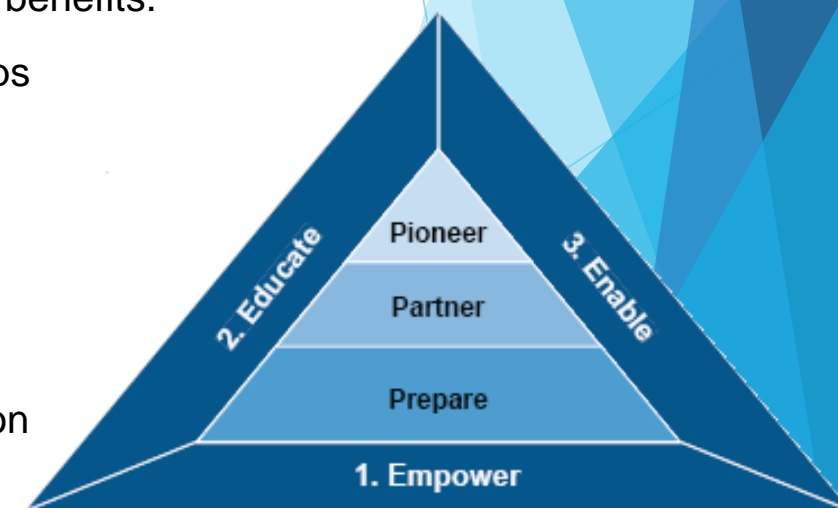
Goal: Accelerate commercialization of knowledge through increased collaboration between companies and knowledge & research entities.

3 steps of execution:

1. **Prepare foundations:** Value proposition, objectives, potential partners, procedure and incentives
2. **Partner:** Tailoring the project to ensure equal distribution of risks, governance and benefits.
3. **Pioneer:** mediation for blooming partnership with mutual benefits as project develops

3 support roles:

1. **Empower:** Signal commitment and set national economic strategy to support collaborative innovation
2. **Educate:** Highlight opportunities and incentivize increasing proficiency in innovation management
3. **Enable:** Ensure supportive legal and regulatory framework as well as appropriate infrastructure





Lessons learned and recommendations

- ▶ **Ongoing structured innovation activities at PRO to ensure regular flow of selected inventions**
- ▶ **Market based selection of all applicative projects at PRO**
- ▶ **Flexible financing :**
 - ▶ Frequent public calls encouraging alternative funding (mix of fin. sources)
 - ▶ Regular supervision
- ▶ **Multi-layer support for collaboration:**
 - ▶ Empowerment – funding + lean business development + mediation (translating)
 - ▶ Education – general education and promotion of collaboration and incentives
 - ▶ Enabling – legal and regulatory framework favorizing (at least equalizing) collaboration



Thank you for your attention!