

# TIPS

TRANSPORT R&D  
FOR INNOVATION



The **TIPS** project is supported by the European Commission through the Seventh Framework Programme for Research and Technological Development / Coordination and Support Actions (CSA)

Training Academy

„Turning research results into exploitable products and services“

25 - 28 November 2013 - Prague, Czech Republic

Jiri Janosec

# Technology Watch & Automatic Matching Tool Offered by the Enterprise Europe Network: *The Broader Perspective*



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- **Department of Business Development of the Technology Centre ASCR**
    - Enterprise Europe Network: coordinator in the Czech Republic
    - Direct cooperation with Czech industry, particularly SMEs:
      - product and technology innovation
    - Promotion of R&D results on the market
    - IPR consultancy
-



## Enterprise Europe Network



- Enterprise Europe Network mission is to increase the productivity and competitiveness of European science and industry

### Activities:

- Services for increasing competitiveness of enterprises:  
information on the market, financing, legislation, cooperation, international connections and services;  
feedback: entrepreneur - EC (EIC)
  - Innovation, technology and knowledge transfer:  
information on innovation activities, research results, new technologies, relevant laws, support programmes; arranging contacts, partnerships and cooperation; information on intellectual property rights (IRC)
  - Support to SMEs' participation in the EU RTD Framework Programmes:  
information on Calls; assistance in identifying topics and partner search; project consultancy
  - Joint information activities, international events, training, publication ...
  - See more at: <http://een.ec.europa.eu>
-





## Technology Cooperation Activities

- Access to EEN Network Database: offers and requests of innovative technologies
  - Helping SME's to create their technology offer or request
  - Partner's search for applicants interested in technology implementation or technology selling
  - Assessment of client's technology ability to offer or purchase technology or innovative solution
  - Co-organization of brokerage events and company missions
  - Information about events in clients' business field - brokerages etc.
  - **Technology Watch and Automatic Matching Tool**
  - Information about R&D results
  - Assistance during negotiation; co-organizing meetings between partners
-

## Enterprise Europe Network **Sector Groups**

- Experts in 17 key sectors from all across the Enterprise Europe Network have teamed up to provide you with customised support
    - Agrofood
    - **Automotive, Transport and Logistics**
    - BioChemTech
    - Chemicals
    - Creative industries
    - **Environment**
    - Healthcare
    - ICT Industry and Services
    - Intelligent Energy
    - **Maritime Industry and Services**
    - Materials
    - Nano- and Microtechnologies
    - Services and Retail
    - **Aeronautics and Space**
    - Sustainable Construction
    - Textile & Fashion
    - Tourism and Cultural Heritage
    - Woman Entrepreneurship
- 
- See more at: <http://een.ec.europa.eu/about/sector-groups>

Search

Help

## Partnering Opportunities

Search:

Any word  All words

Compact View

Search



### Profile type(s):

- Business Offer
- Business Request
- Research & Development

### Request

- Technology Offer
- Technology Request

### Profile country of origin:

Armenia  
Austria  
Belgium  
Bosnia and Herzegovina  
Bulgaria  
Chile  
China  
Croatia  
Cyprus  
Czech Republic

### Client requested:

Armenia  
Austria  
Belgium  
Bosnia and Herzegovina  
Bulgaria  
Chile  
China  
Croatia  
Cyprus  
Czech Republic

- See more at:

<http://een.ec.europa.eu/tools/services/SearchCenter/Search/ProfileSimpleSearch>

# Enterprise Europe Network **Partnering Opportunities Database**

## Partnering Opportunities

Search:   Any word  All words

**Profile type(s):**

Business Offer

Business Request

Research & Development

Request

Technology Offer

Technology Request

**Profile country of origin:**

Armenia

Austria

Belgium

Bosnia and Herzegovina

Bulgaria

Chile

China

Croatia

Cyprus

Czech Republic

**Client requested:**

Armenia

Austria

Belgium

Bosnia and Herzegovina

Bulgaria

Chile

China

Croatia

Cyprus

Czech Republic

We found 1355 record(s) for your query.

### Last Modified :

[A week ago](#)

[A month ago](#)

[A quarter ago](#)

[A year ago](#)

### Sorting options

None

Title of Profile	Country	Type	Date
Russian logistics company offers transport services. The cooperation is offered to companies that are planning to...	Russia	Bus. Offer	2011-04-28
Italian company founded in 1977, specialized in intermodal transport, using standardized load units, container or swap...	Italy	Bus. Offer	2012-09-12
Romanian automotive transport company is seeking to establish business collaboration and to offer its transport services...	Romania	Bus. Offer	2012-08-21
Italian company specialized in sea-transport, land-transport, heavy lifts and industrial cargos is looking for partners...	Italy	Bus. Request	2011-12-13
Italian company of international freight forwarders looks for foreign partners to offer them transport/logistic...	Italy	Bus. Offer	2012-01-18
A company from North West Poland is offering transport services, including transport of long logs from forest to...	Poland	Bus. Offer	2012-09-12

- See more at:

<http://een.ec.europa.eu/tools/services/SearchCenter/Search/ProfileSimpleSearch>

# Enterprise Europe Network Partnering Opportunities Database – Technology Watch

## Profile View

### Summary

These are the details for the profile **New technology of traffic counting**.

If you would like more information about the profile please click **Request More Information**. You will be directed to a new page where you will need to provide some information about yourself/your business cooperation needs and submit your expression of interest in the profile . A Network Partner will then contact you to discuss your interest in greater detail.

Click **Export** to export the profile into the following formats PDF, html, docx, xlsx and xml.

Close

Request More Information

### Details

Title:	New technology of traffic counting
POD Reference:	TRCZ20130701001
Summary:	A small Czech company is looking for new technology of traffic counting based on monitoring of mobile phones signals of road users (drivers and passengers). The requested technology will be used for analysis of traffic situations and junction design. The company is interested in commercial agreement with technical assistance.
Description:	The Czech company aimed at traffic engineering provides services in capacity assessment of junctions and calculation of traffic volume. All mentioned services require exact and reliable information obtained from traffic counts. The most common methods of traffic counting are: manual counting (records in paper form) or using of automatic detectors based on electromagnetic induction or various types of radar detectors or video detection. These methods are very expensive, difficult to organize, require place for the installation (automatic detectors) and less reliable due to human factor. The state of the art technology of traffic counting is based on monitoring of mobile phone signals of road users and can identify the status of the traffic. The result of this technology is usually five-point scale of level of traffic (1 – smooth ride, ..., 5 – traffic jam). The company is looking for technology of traffic counting based on above mentioned principle but the result that should be obtained must be a number of vehicles per unit of time.
Technical Specification or Expertise Sought:	The technology requested should: - be based on anonymous monitoring of mobile phones of road users, - give information about number of vehicles per unit of time (usually per day), - exclude information about movement of cyclists. The company is not interested in technology requiring installation of detectors or any devices on roads or junctions.

- See more at:

<http://een.ec.europa.eu/tools/services/SearchCenter/Search/ProfileSimpleSearch>

# Enterprise Europe Network **Partnering Opportunities Database – Automatic Matching Tool**

About | Legal notice | Contact | Search | [English \(en\)](#) ▼



## ENTERPRISE EUROPE NETWORK

European Commission > Enterprise Europe Network > Partnering > Dissemination > My Queries

Network   Forums   **Partnering**   Logout

Partnering Home   Events   Profiles   Dissemination   EOI   Network Management   **USER GUIDE**

Jiri Janosec (janosji)

### Dissemination: My Queries HELP

My profile queries   My event queries

Name	Create date	Update date	Edit	Delete	Preview	Share	Send emails
Technology Centre AS CR - (Mr Jiri Janosec)							daily

Displaying items 1 - 1 of 1

- For more information about Automatic Matching Tool please contact your nearest branch of the Enterprise Europe Network: <http://een.ec.europa.eu/about/branches>

**Title: CO2 analyzing sensor technology and design technology of analysis system****Summary:**

A Korean SME is specialized in industrial gases. The company is looking for CO2 analyzing sensor technology and design technology of analysis system. The company is looking for a partner for acquiring patent right if the development has been completed, If not, the company wants to discuss cooperation development.

**Reference:** TRKR20130911001  
**Market:** Industrial measurement and sensing equipment  
**Technology:** Biosensor, Sensor Technology related to measurements  
**NACE:** Technical testing and analysis  
**Country:** South Korea  
**Submitted:** Sep 11 2013  
**Updated:** Sep 12 2013

[Detailed information](#)

**Remark:** If you want to stop receiving emails regarding new profiles, you can delete this query by clicking [here](#).

**Title: Rapid identification of airborne microbial contaminants****Summary:**

A UK manufacturer of consumer goods is searching for technologies for rapid identification of airborne microbial contamination, to genus level. Solutions must be at least as sensitive as the contact plate method but faster. They must be suitable for high volume manufacturing. The nature of the technology has no limitations. The type of collaboration may vary and will depend on the stage of development.

**Reference:** TRUK20130909001  
**Market:** Other consumer products  
**Technology:** Food Microbiology / Toxicology / Quality Control, Microbiology  
**NACE:** Other manufacturing n.e.c.  
**Country:** United Kingdom  
**Submitted:** Sep 09 2013  
**Updated:** Sep 12 2013

[Detailed information](#)

**Remark:** If you want to stop receiving emails regarding new profiles, you can delete this query by clicking [here](#).

- For more information about Automatic Matching Tool please contact your nearest branch of the Enterprise Europe Network: <http://een.ec.europa.eu/about/branches>

## Technology Watch – Different Definition

- The task of the Technology Watch is to observe, track, filter out and assess potential technologies from a very wide field extending beyond the normal confines of the sector. A Technology Watch process can be broken down into four main phases: a needs audit, data collection, processing of the data collected and integration and dissemination of the results.
  - The Technology Watch process must be capable of identifying any scientific or technical innovation with potential to create opportunities or avoid threats.
  - <http://www.elsevier.com/online-tools/illumin8>
-

# Writing Technology Offers and Requests

## *The Broader Perspective*



*Business Support on Your Doorstep*

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By writing offer/request we mean a **set of activities and conditions** that technology manager has to consider **before** he/she starts to make up an offer/request and **after** he/she has completed it.

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- Does the technology have (...in English)
    - Real and provable innovation aspects?
    - Tests/certificates/permissions/registrations ...?
    - Samples/pilot line?
    - Technical studies?
    - International patent(s)?
    - Identified window of opportunity?
  
  - Does the technology developer enjoys moral and possibly financial support from his/her boss and top management?
  - Existence of written agreement among owners of an invention on conditions of commercializing the invention is highly recommended
-

## Recipient's dilemma

- Is the solution offered the right one for us? Is it truly competitive?
  - How economical the solution is?
  - What are the people behind the solution?
    - prestige, competences, references ...?
  - Does the solution fit our strategy?
  - Does the solution represent threat for our current products?
  - What is its development stage? What is its time-to-market and what are likely costs?
  - What are the risks?
  - Is the solution protected properly?
  - What is its market potential?
  - What are major competitors?
-



What recipients are looking for?

- Basically, recipients look for the following, ideal, solutions
    - Low risk
    - Close to market
    - Very competitive
    - Tested and verified
    - Easy and economical scale up to mass production
    - Quality IPR protection
-

## Overall character of the offer/request

- **Conclusiveness**: business data, no general statements – avoid formulations like
    - „cheaper“ in favor of „10% cheaper than...“
  - Backing of data from independent institutions/researches
  - **Clear advantages**
  - Knowledge of **disadvantages**
-

Further we want to present you **crucial parts** of the form that **Enterprise Europe Network** uses for making the technology offers



*Business Support on Your Doorstep*

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- **Basic principles for writing TO**

- Use everyday English whenever possible: keep very technical terms to a minimum.
  - Avoid jargon and explain acronyms
  - The TO should stress **WHAT** the technology does rather than **HOW** it does it
  - Identify wanted recipient clearly
  - mentioning trademarks and company names is not allowed
  - Syntax: make sure your sentences have **ONLY ONE** meaning
-



## Technology offer/request compilation

- Title

- The title should be clear and meaningful to non-experts in the technology or application field. It should be attractive, as well.
-

- Abstract

- A writer has 500 characters to explain
    - Where (geographically) the TO is from?
    - What sort of organisation is offering it?
    - What is being offered? *Put the emphasis on the "what", not the "how"*
    - What can it be used for?
    - What are the main advantages for the user?
    - Who are the targeted partners?
    - What sort of deal is sought?
-

## Technology offer/request compilation

### ▪ Description

- Describe the technology or product; try to indicate clearly the innovation you propose (provide quantitative data if possible and put the emphasis on explaining the “what” and not on the “how”).
  - Provide information about the expertise or know-how of your client.
  - Do not include a sales promotion of your technology or product.
  - Provide a picture or drawing if available (it is possible to insert up to two images).
  - Do not write your description with a specific market in mind: concentrate on the technological aspects of the technology/product you want to offer.
  - The TO profile must remain anonymous – do not refer to concrete website etc.
-

- Innovations and advantages of the offer:
  - *Describe clearly the innovative aspects, economic advantages/benefits of the technology:*
    - Considering elements such as performance, ease of use, need of specific know-how, or expertise to adopt your technology.
    - Avoid generalities such as “best” or “unique”, but try to specify innovation by comparison with prevailing technologies.
    - Whenever possible, quantify the innovative aspects or advantages of your technology/
-



## Technology offer/request compilation

- Current stage of development
    - Development phase – laboratory tested?
    - Available for demonstration?
    - Available for demonstration – field tested?
    - Already on the market?
-

- Intellectual Property Rights (IPR)
    - Patent(s) applied for but not yet granted
    - Patents granted
    - Copyright(s) registered
    - Exclusive rights
    - Secret know-how
    - Others (registered design, plant variety right, etc)
  
  - Do not provide too detailed information on the patent, simply indicating the countries covered by the patent is sufficient.
  
  - If the exclusive rights box is ticked you should indicate in which states it is valid and a few words about the holder.
-

### ▪ **Collaboration details**

- *Select the type(s) of collaboration(s) looked for. Do not choose too many types of collaboration simultaneously.*

- Licensing Agreement
  - Technical Cooperation
  - Joint further development
  - Testing of new applications
  - Adaptation to specific needs
  - Joint Venture
  - Manufacturing Agreement (Subcontracting & Co-contracting)
  - Transfer of knowledge in new raw materials
  - New way to use an existing production line
  - Change in the partner soughts' currently used technology (installations, process, facilities)
  
  - Absolutely novel process
  - Commercial Agreement with Technical Assistance
  - Assembly
  - Engineering
  - Technical Consultancy
  - Quality control
  - Maintenance
-

- **Comments** - *Often most read paragraph immediately after Abstract!*
    - Partners contribution - Role and profile of the partners and tasks to be performed.
  - *Indicate clearly:*
    - The type of partner sought (industry, academy, research organisation,...).
    - **The specific area of activity of the partner** (example: manufacturer of plastic packages, distributor of plastic packages, recycler of plastic packages, etc.).
    - The tasks to be performed by the partner sought.
-

- Finally, writing technology offers/requests in the way we have presented here constitutes important feedback for your client:
    - Bigger picture
    - Availability to disseminate elaborated profile through various channels (brokerage events, direct search within the Network ...)
    - Demonstration of your capabilities
    - Next steps (e.g. regular update of TO/TR ...)
-

***Thank you for your attention!***

Jaroslav Lorenz ([lorenz@tc.cz](mailto:lorenz@tc.cz)) & Jiří Janošec ([janosec@tc.cz](mailto:janosec@tc.cz))

Department of Business Development  
Technology Centre ASCR

Ve Struhach 27  
Prague 6  
160 00 Czech Republic

[www.enterprise-europe-network.cz](http://www.enterprise-europe-network.cz)  
[www.een.cz/en](http://www.een.cz/en)

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# TIPS

TRANSPORT R&D  
FOR INNOVATION

Coordinator : Steinbeis Europa Zentrum, GERMANY

Heike Fischer - +49 711 123 4014 - [fischer@steinbeis-europa.de](mailto:fischer@steinbeis-europa.de)

Jessica Ebner - +49 711 123 4042 - [ebner@steinbeis-europa.de](mailto:ebner@steinbeis-europa.de)

Kerstin Seidel - +49 711 123 4035 - [seidel@steinbeis-europa.de](mailto:seidel@steinbeis-europa.de)

[www.transport-tips.eu](http://www.transport-tips.eu)

[mailus@transport-tips.eu](mailto:mailus@transport-tips.eu)



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