

# Welcome to the TIPS Training Academy

25.-28.11.2013, Prague



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



# TIPS goals

- Provide support to FP7 transport R&D projects to enhance their market-oriented exploitation through:
  - Workshops targeting i.e. IPR, good practices
  - TIPS Training Academy targeting IPR, good practices, discussions with transport experts on transport markets, individual SWOT analysis of results, exploitation plan development, further funding opportunities
  - Individual support in exploitation plan development
  - Brokerage events to bring research results together with potential partners → TRA 2014 partnering event
- Identify good practices/role models for successful market-oriented exploitation of FP transport R&D projects



# TIPS Training Academies:

**„Turning research results into exploitable products  
and services”**

**1. Prague, Czech Republic: 25<sup>th</sup> - 28<sup>th</sup> November 2013**

**2. Lyon, France: 3<sup>rd</sup>-6<sup>th</sup> February 2014**



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# Transport Research Arena 2014

## “Transport Solutions: from Research to Deployment”

### Partnering Event at TRA2014 organised by TIPS

The Partnering Event is your opportunity to identify and connect with future partners for technology partnering or international projects

### Why should you participate?

- Find partners for Horizon 2020 projects
- Show organisations from all over Europe how your technology/service can solve their problem
- Get your problem solved – meet with companies offering ready-for-use transport solutions

### Date and Location

14. – 17. April 2014

Paris – La Défense, France



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# Training Academy – Aims & Content

Provide you with

– know-how

- intellectual property rights
- the market potential for the R&D results
- funding and financing facilities to bring research results to the market
- support initiatives to find potential partners

– opportunity to exchange

– Toolbox and methods for developing **exploitation strategies** and an exploitation plan for your organisation of the respective project



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# Workflow & Material

## Workflow:

- Open Workshop
- Please ask questions at any time!!
- In the afternoon sessions – individual exercises – a TIPS partner will always be there to support you

## Material:

- Folder with participant list, TRA 2014 brochure, agenda
- Downloads from [download.steinbeis-europa.de/TIPS\\_Toolbox.zip](http://download.steinbeis-europa.de/TIPS_Toolbox.zip)
- All presentations will be available as downloads afterwards from the TIPS website



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# TIPS Support After the Academy

- ❖ Your individual TIPS contact will stay in contact with you
- ❖ Help you to further modify, answer questions etc – via phone



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# Agenda: Tuesday, 26<sup>th</sup> November 2013

09:30 – **Setting the scene for transport research exploitation:**

11:00

- **The pathway from research to exploitation – what is exploitation, why exploit, how to exploit?**

*Claus Seibt, Wuppertal Institute for Climate, Environment and Energy*

- **Exploitation strategies – a practice case from the public sector**

*Eleni Zacharaki, Hellenic Ministry of Competitiveness, Development, Infrastructure, Transport and Networks*

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11:00 – *Coffee Break*

11:15

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11:15 – **Exploitation needs a market – part 1: The future of public transport**

12:30

Round table discussion with all participants

*Moderators:*

- *Claus Seibt, Wuppertal Institute for Climate, Environment and Energy*
- *Eleni Zacharaki, Hellenic Ministry of Competitiveness, Development, Infrastructure, Transport and Networks*

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12:30 – *Networking Lunch*

13:30

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# Agenda: Tuesday, 26<sup>th</sup> November 2013

13:30 – **Intellectual property rights: Understanding the rules**

14:45

- **The challenge of joint ownership: Intellectual property rights in FP7 projects**  
*Jana Kratěnová, Technology Centre ASCR*
  - **Rules, potential and IP enforcement for your protection: Which IP right should be applied?**  
*Václav Suchý, Technology Centre ASCR*
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14.45 – **Exploitation plan (step 1) – IPR**

17:30

incl.  
Coffee  
Break

- **Introduction to the TIPS Tool for Exploitation Support**  
*Heike Fischer, TIPS Project Manager, Steinbeis-Europa-Zentrum*
  - **Identify the exploitable results of your FP7 project – *Participant individual exercise***  
Goal: Develop a list of exploitable results deriving from your project
  - **IPR handling in your individual project - *Game***  
Goal: Identify your FP7 project internal IPR situation and the intentions of each partner with regard to the dissemination and use of all results
  - **Exploitable result analysis/assessment - *Participant individual exercise***  
Goal: Identify the development stage and the market readiness of your project
- 



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# Agenda: Wednesday, 27<sup>th</sup> November 2013

- 09:00 – 10:30
- **How to know your potential market: Tools**  
*Katalin Kovács, Bay Zoltán Nonprofit Ltd. for Applied Research*
  - **Business plans - why and how to do it**  
*Tomáš Bort, Bplan.cz*
  - **Technology Watch and Technology Market Place**  
*Jiří Janošec, Technology Centre ASCR*
- 
- 10:30 – 11:30
- Exploitation needs a market**  
Round table discussion with all participants  
*Moderators:*
- *David Doerr, TUV Rheinland Consulting GmbH*
  - *Ira Vater, Sophia Consulting*
- 
- 11:30 – 11:45
- Coffee break*
- 
- 11:45 – 13:00
- **Success factors and obstacles for successful R&D exploitation**  
*David Doerr, TUV Rheinland Consulting GmbH*
  - **Exploitation strategies – a practice case from research**  
*Francesco Filippi, La Sapienza University of Rome, Research Centre for Transport and Logistics*



# Agenda: Wednesday, 27<sup>th</sup> November 2013

13:00 – *Networking Lunch*

14:00

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## 14.00 – **Exploitation plan (step 2) – SWOT analysis**

17:00

incl.  
Coffee  
Break

- **SWOT Analysis** - a structured planning method used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats of the integration of the exploitable results in your existing businesses

*Heike Fischer, Steinbeis-Europa-Zentrum, Germany*

- **Identify strength and weaknesses for the exploitation of your FP7 project results -**  
*Participant individual exercise*

Goal: Identify those internal factors that are helpful to achieve the objectives and those that are barriers to achieve the objectives

- **Identify opportunities and threats for the exploitation of your FP7 project results -**  
*Participant individual exercise*

Goal: Identify external factors that boost and external factors that hinder the achievement of your objectives. Raise questions such as:

- Market assessment: Possible application sectors, size, trends, specific rules, key players
- Fits to your own strategy?
- Market readiness of your result(s)?

- **Your competitive advantage in using the exploitable results of your project -**  
*Participant individual exercise*



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# Agenda: Thursday, 28<sup>th</sup> November 2013

09:00 – **Possible exploitation routes:** Financial support to bring your result nearer to the market or to carry out further R&D activities  
11:00

- **A guide to European transport research**

*Carlo Corposanto, European Commission, DG Research and Innovation*

- **Financing facilities under Horizon 2020: the new mechanisms: debt facility and equity facility**

*Carlo Corposanto, European Commission, DG Research and Innovation*

- **EIFs Venture Capital Instruments & EIFs guarantee instruments**

*European Investment Fund – tbc*

- **The role of venture capital in market exploitation**

*Jean-François Boisson, Pôle Pégase*

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11:00 – *Coffee break*

11:15

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11:15 – **Good practice case from industry**

11:45 *David Doerr, TUV Rheinland Consulting GmbH*

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# Agenda: Thursday, 28<sup>th</sup> November 2013

- 11:45 – **Get in contact with networks providing you with free support**  
12:30
- **Finding the right business and R&D partners and access to finance & Identify first users: TED – Database of public tenders**  
*France Podobnik, Josef Stefan Institute, Enterprise Europe Network*
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12:30 – *Networking Lunch*  
13:30

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- 13:30 – **Exploitation plan (step 3) – Finalising your exploitation audit**  
15:30
- **FP7 requirements for your project`s exploitation plan**  
*Ulrich Boes, URSIT Ltd.*
  - **TIPS Exploitation plan including action plan and timing - *Participant individual exercise***
- 



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# Transport Research Arena



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# Thank you for your attention!

Find out more:

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

**Facebook:** [www.facebook.com/transport.tips](http://www.facebook.com/transport.tips)



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