



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

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What is exploitation?

- To exploit – to make available, turn to use, make gain out of (Chambers)
 - Exploitation equals use of results for commercial or social benefit
 - Advising decision makers
 - Selling products
 - Use in consultancy
- ‘The European paradox’
- Strong science but weak exploitation



Why exploit?

- To make money

Important even for universities and their staff!

- To please funders

Most, certainly EC, want to see research results used

- To win consultancy

Direct use or reputation

- Impact factors



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How to exploit?

- Sell the IPR
- Spin off company
- Partnership with commercial organisations
- Use in consultancy
- Use in advice to decision makers

ITS



How to exploit Ctd

- Need to plan early
- Identify potential users – means understanding organisational issues
- Is there a market? Technology push versus demand pull
- Involve users in the research
- Look at competition – existing and potential
- Look at barriers to exploitation

Examples from Leeds



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1. Retail planning (GMAP)

Forecasting market for retail locations using GIS.

Spin off company

2. Road traffic modelling (SATURN)

Partnership with consultancy

Used all over the world - £4m revenue

3. New Stations.

Use in consultancy (100 stations)

Passenger demand forecasting handbook

Examples CTD



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4. Track Access Charges (CATRIN)

Incorporation in EC rules.

EC involvement in the project

Direct discussion with author of the rules