

Welcome to the TIPS Training Academy

04.-06. February, Lyon



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: 25-28 November 2013

2. Lyon, France: 4th-6th 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
- 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, 4th February 2014

HANDLING YOUR IPR

Welcome by ALMA

Anne-Cecile de Giacomoni, ALMA Consulting Group, France

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

10:15

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

Chris Nash, Institute for Transport Studies, University of Leeds, UK

- **FP7 requirements for your project's exploitation plan**

Ulrich Boes, URSIT Ltd., Bulgaria

10:15 – *Coffee Break*

10:30

10:30 – **Success factors and obstacles for successful R&D exploitation**

11:30

- **Impact factors for exploitation – part 1: Strengths and Weaknesses**

Open discussion with all participants

Moderators:

- *Chris Nash, Institute for Transport Studies, University of Leeds, UK*
 - *Josef Mikulik, Czech Transport Research Centre, Czech Republic*
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11:30 – **The role of transport technology platforms in fostering exploitation**

12:00

Josef Mikulik, Czech Transport Research Centre, Czech Republic

12:00 – *Networking Lunch*

13:00



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Agenda: Tuesday, 04th February 2014

13:00 – **Intellectual property rights: Understanding the rules**

14:30

- **The challenge of joint ownership: Intellectual property rights in FP7 projects**
Jana Kratěnová, Technology Centre ASCR, Czech Republic
- **Rules, potential and IP enforcement for your protection: Which IP right should be applied?**
Václav Suchý, Technology Centre ASCR, Czech Republic

14.30 – **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, Germany
- **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 - *IPR play by the TIPS team***
Ulrich Boes, URSIT Ltd., Bulgaria
Goal: Identify your FP7 project internal IPR situation and the intentions of each partner with regard to the dissemination and use of all results

17:30 – **Elevator-Pitch-Cocktail**

19:00 Get to know the other participants and their projects in the for of elevator pitching (2 minute presentations per project) and network over a glass of wine



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Agenda: Wednesday, 5th February 2014

DOING YOUR SWOT ANALYSIS

- 09:00 – 10:30
- How to know your potential market: Tools**
- **Market studies: Why and how to do them**
Stefano Mainero, EPN Consulting Limited, UK
 - **Business plans - why and how to do it:** the development of a complete and effective business plan is a must for accessing the market
Guillaume Zietek, ALMA Consulting Group, France
-

10:30 – 10:45

Coffee break

- 10:45 – 11:45
- Success factors and obstacles for successful R&D exploitation**
- **Do's and don'ts in R&D exploitation**
Daniel Cadet, ALSTOM Transport, France
 - **Impact factors for exploitation – part 2: Opportunities and Threats**
- Open discussion with all participants
- Moderators:*
- *Daniel Cadet, ALSTOM Transport, France*
 - *Stratos Papadimitriou, University of Piraeus, Department of Maritime Studies, Greece*
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- 11:45 – 12:45
- Exploitation strategies – a practice case from research**
- Stratos Papadimitriou, University of Piraeus, Department of Maritime Studies, Greece*
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Agenda: Wednesday, 5th February 2014

12:45 – *Networking Lunch*

13:45

13:45 – **Exploitation plan (step 2) – SWOT analysis**

17:00

incl.
Coffee
Break

- **SWOT Analysis** - a structured planning method used to evaluate the **Strengths, Weaknesses, Opportunities, and Threats** 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)?
 - **Exploitation plan including action plan and timing - *Participant individual exercise***
-

17:30 – **Speed-Dating-Cocktail**

19:00



Agenda: Thursday, 6th February 2014

PLANING YOUR EXPLOITATION

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

- **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

EUROSTARS – funding programme

Heike Fischer, Steinbeis-Europa-Zentrum, Germany

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

Jean-François Boisson, Pôle Pégase, France

11:00 – *Coffee break*

11:15

11:15 – **Role of standards and normalisation in the exploitation of results**

12:15 *Jean-François LEGENDRE, Association Française de Normalisation (AFNOR)*

Interaction between R&D results and potential users – the role of networks

Peter Wolters, European Intermodal Association, Belgium



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Agenda: Thursday, 6th February 2014

12:15 – *Networking Lunch*

13:00

13:00 – **Get in contact with networks offering support**

14:00 • **Finding the right business and R&D partners, technology watch and promotion**

Lea Kane, Josef Stefan Institute, Slovenia

• **Private financing opportunities**

Sébastien Touvron, Rhône Alpes Creation, France

14:00 – **Optional visit of the security command post of the Lyon urban traffic**

16:00



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Thank you for your attention!

Find out more:

Website: www.transport-tips.eu

Facebook: www.facebook.com/transport.tips



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