

FITT-Toolbox

Fostering Interregional Exchange in ICT Technology Transfer

7 & 8 December 2010 – Innovation through Knowledge Transfer – Coventry, UK



Content

- ❑ **FITT-project**
 - ❖ **FITT-partners**
- ❑ **FITT-results**
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- ❑ **What's next?**

FITT Project

➤ FITT = **F**ostering **I**nterregional
Exchange in ICT **T**echnology **T**ransfer

➤ Objectives of the project:

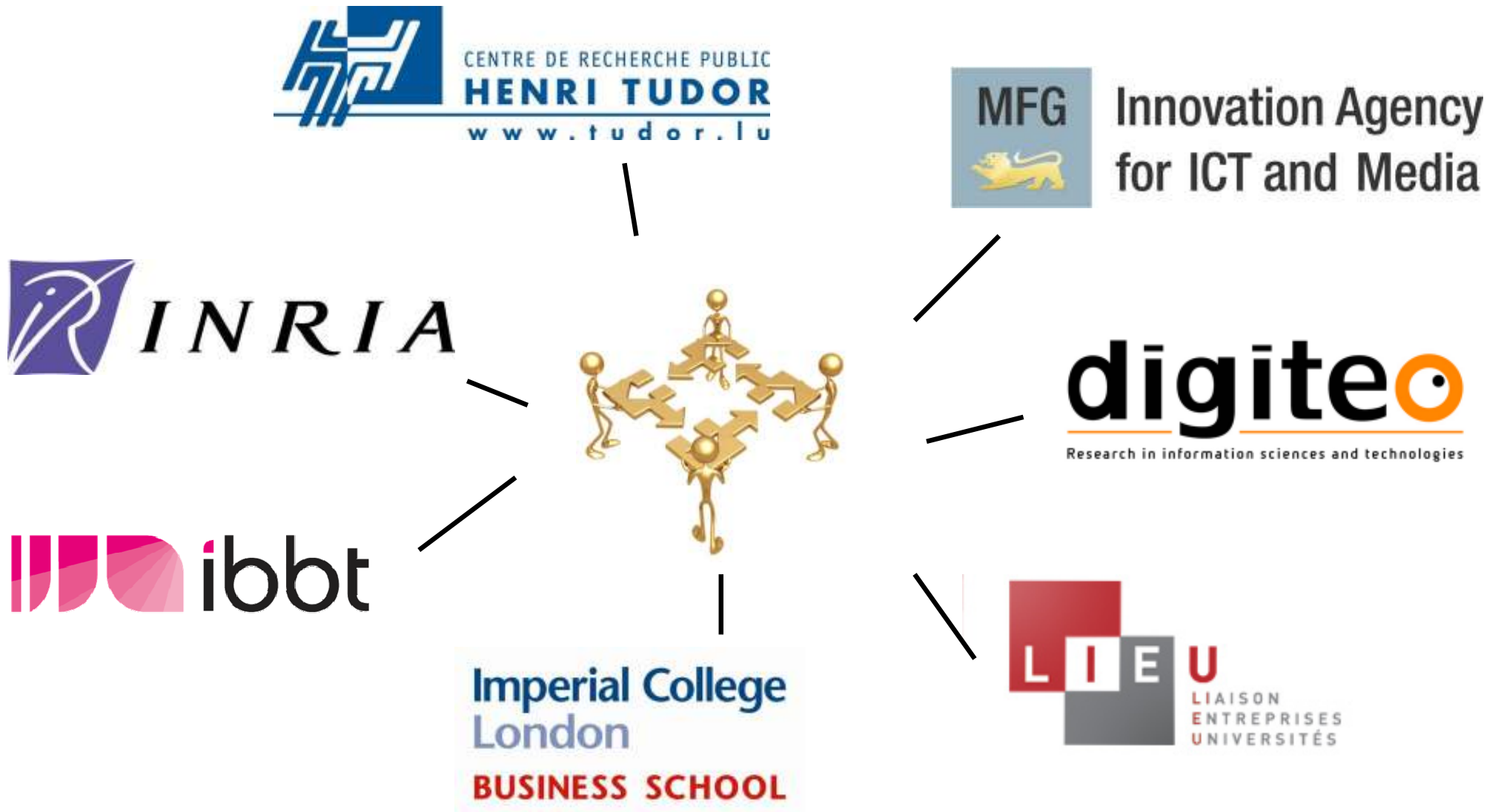
**Bridge gap between science &
business and maximize exploitation of
ICT research**

➤ **Co-funded by EU from June 2008 till
May 2011**

➤ **7 Partners – 5 Countries:**
**Luxembourg / Germany / France /
Belgium / UK**



FITT Partners



The FITT Toolbox

The Transnational
Training Programme

The Community of Practice

The Recommended
Background Bibliography

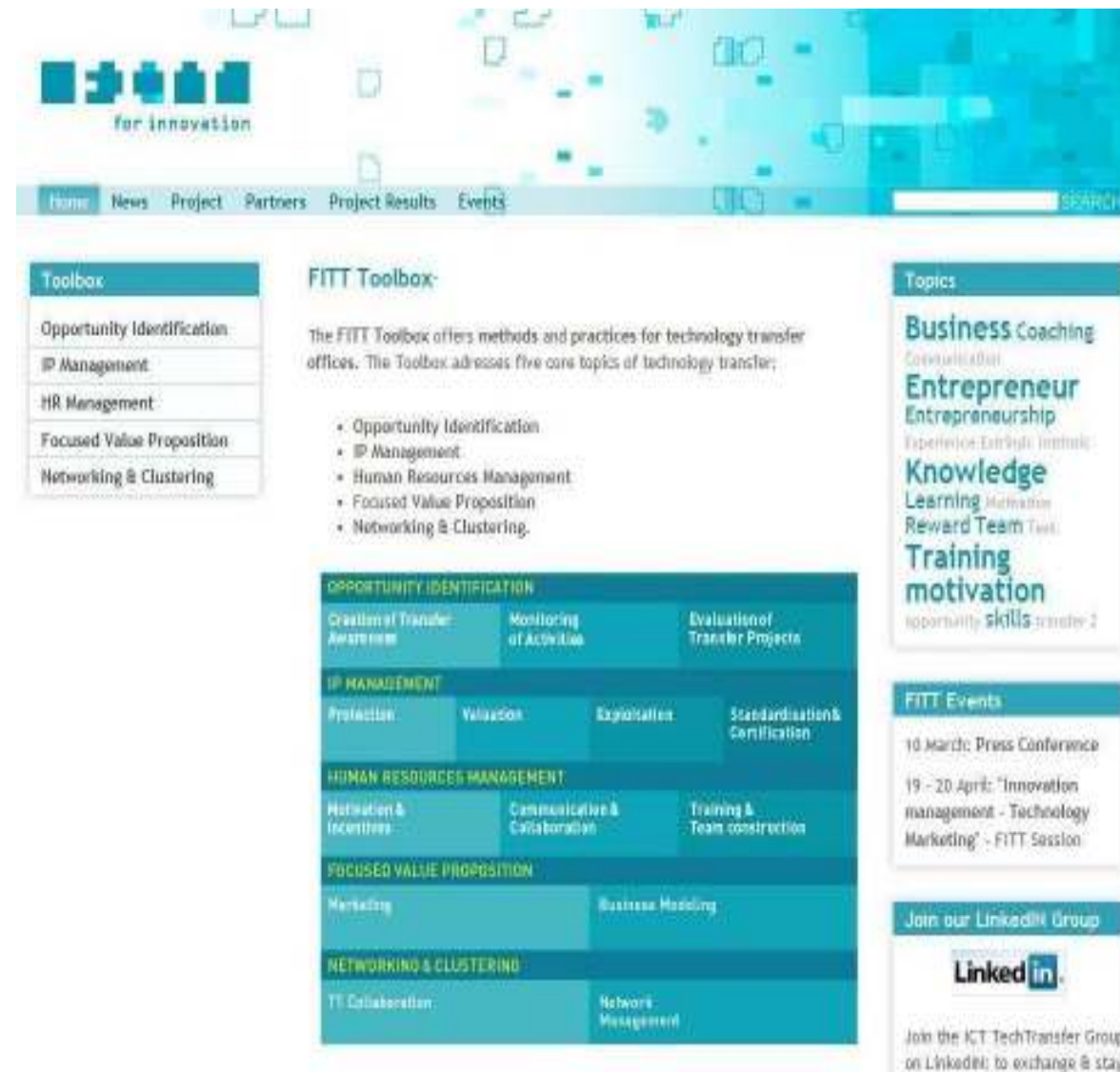
■ Interactive website

Available Online Now:

<http://www.fitt-for-innovation.eu>

■ Meta-rule

- ✓ Visualize TTO process
- ✓ Download case studies
- ✓ Get access to specialized tools
- ✓ Assess market value research results
- ✓ Stimulate market driven research



The screenshot shows the FITT Toolbox website interface. At the top, there is a navigation bar with links: Home, News, Project, Partners, Project Results, and Events. A search bar is located on the right. Below the navigation bar, the main content area is divided into several sections:

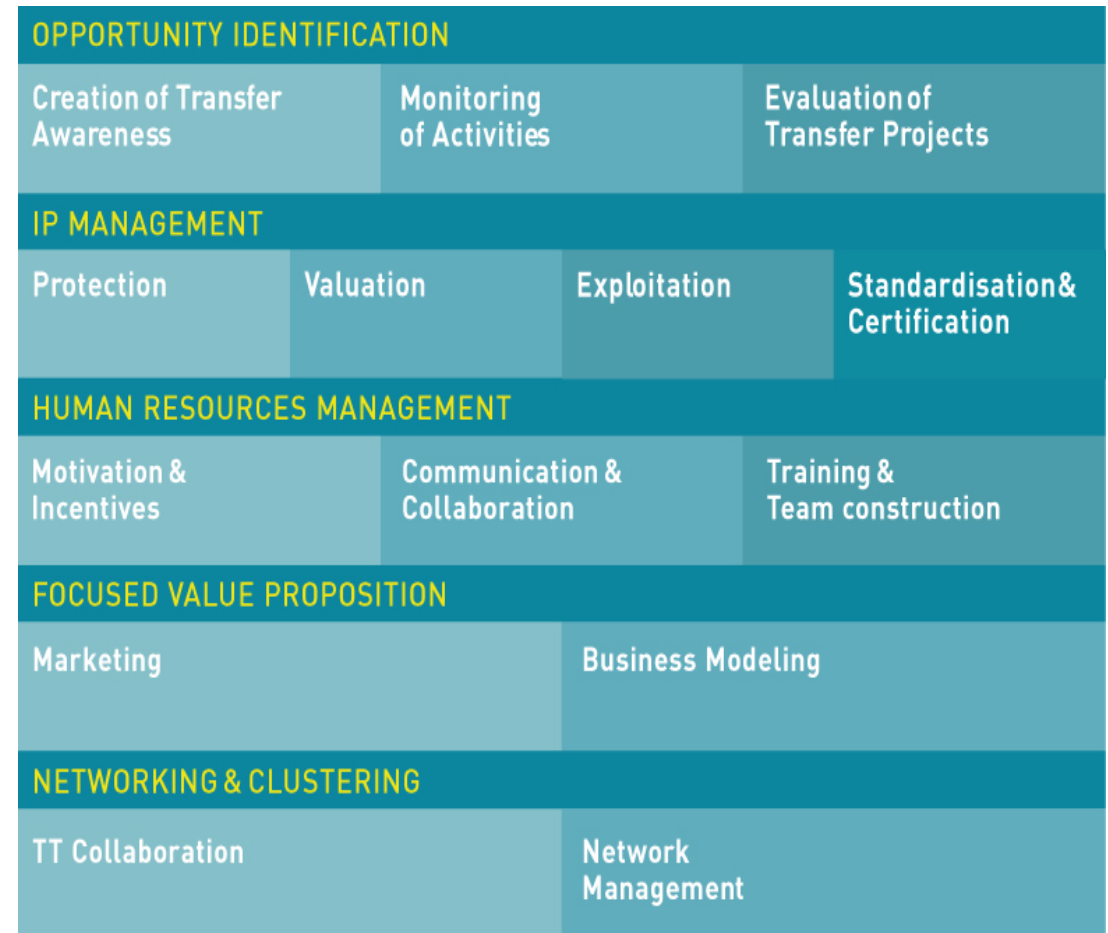
- Toolbox:** A list of five core topics: Opportunity Identification, IP Management, HR Management, Focused Value Proposition, and Networking & Clustering.
- FITT Toolbox:** A description stating that the FITT Toolbox offers methods and practices for technology transfer offices, addressing five core topics of technology transfer. Below this is a bulleted list of the five topics.
- Topics:** A list of related topics including Business Coaching, Entrepreneurship, Knowledge Learning, Reward Team, and Training motivation.
- FITT Events:** A list of upcoming events, including a Press Conference on March 10 and a FITT Session on April 19-20.
- Join our LinkedIn Group:** A call to action to join the ICT TechTransfer Group on LinkedIn.

The central part of the website features a detailed diagram of the FITT Toolbox structure, organized into five main categories, each with sub-topics:

- OPPORTUNITY IDENTIFICATION:** Creation of Transfer Awareness, Monitoring of Activities, Evaluation of Transfer Projects.
- IP MANAGEMENT:** Protection, Valuation, Exploitation, Standardisation & Certification.
- HUMAN RESOURCES MANAGEMENT:** Motivation & Incentives, Communication & Collaboration, Training & Team construction.
- FOCUSED VALUE PROPOSITION:** Marketing, Business Modeling.
- NETWORKING & CLUSTERING:** TT Collaboration, Network Management.

Five key TTO activities

1. Opportunity Identification
2. IP Management
3. Human Resources Management
4. Value Creation
5. Networking & Clustering



1. Opportunity Identification

❖ Creation of Transfer Awareness:

- Boost the number of proposals

❖ Monitoring of Activities:

- Managing information flow between Lab & TTO
- Pro-active approach

❖ Evaluation of Transfer Projects:

- Decide whether or not to invest time/money/energy in an idea

2. IP Management

❖ Protection:

- Patenting, secrecy, mark, copyright...

❖ Valuation:

- Quantitative, qualitative or both

❖ Exploitation:

- Exploit outputs from R&D: 'Exploitation scenario's'

❖ Standardization & Certification: e.g. Best Practice Charter

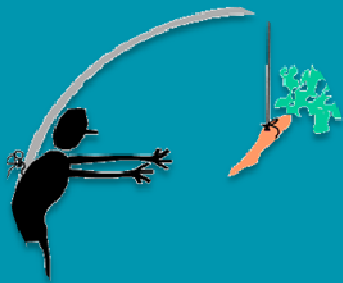
3. HR Management

Underlying FITT-logic:

Humans are **central**
to the process
of **tech transfer**



3. HR Management



“Keep them keen”

- Motivation
- Incentives



“Spread the word”

- Communication
- Collaboration



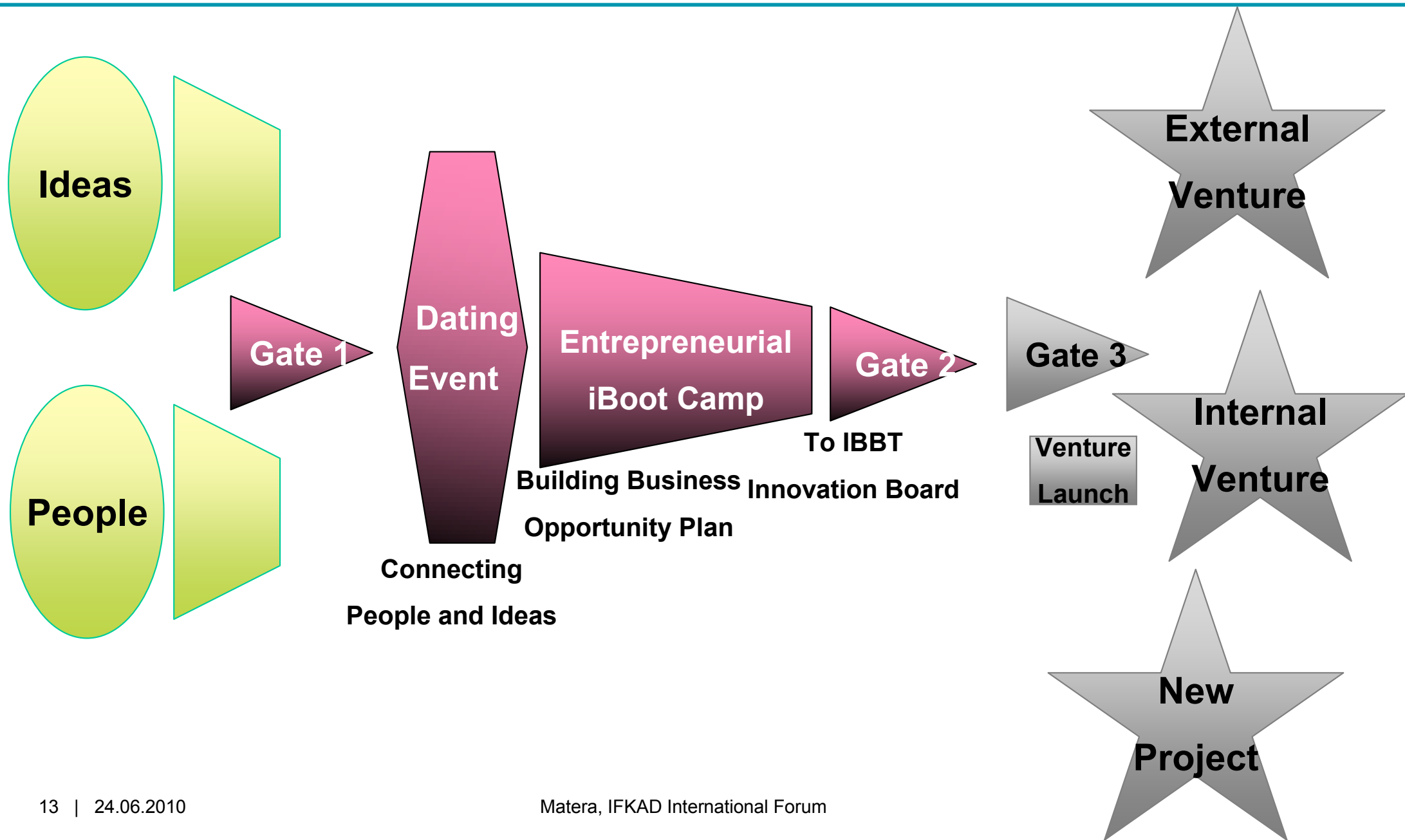
“Nurture human capital”

- Training
- Team Construction



3.1 Entrepreneurial Bootcamps

- HR Management → Training → Bootcamp
- Set of focused workshops (three residential weekends)
 - Goal: Create a **team** that can deliver a business case presentation able to survive a professional investment board
- Based on your own idea & executed with a **multidisciplinary** team that you need to recruit @ dating event
- Workshops are a combination of Teaching, Coaching AND **Doing**



4. Value Creation

❖ Marketing

- Market assessment
- Templates for technological marketing
- Living labs in ICT

❖ Business Models

- Business Model Decision
- Business Model Design
- Open Source Business Model

5. Networking & Clustering

TT-related networking & clustering activities as *relationship-based* activities that support the *sharing* and the *development* of *competencies, knowledge and methods* involved in the Technology Transfer domain

- ❖ **TT Collaboration**
- ❖ **Network Management**

The FITT Toolbox

**The Transnational
Training Programme**

Community of Practice

The Recommended
Background Bibliography

FITT Transnational TT Training Programme



- ❖ A tailored service for technology transfer practitioners to meet their special training demands
- ❖ 5 training programs based on the 5 activities of the FITT toolbox

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Become a FITT ambassador yourself

**Join Linked
in group
“ICT Tech
Transfer”
today**



Thank you for your attention!

Any questions?