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University-Business Cooperation – The business perspective

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The people

Cooperation between Universities and Enterprises is de facto a cooperation between people.

Understanding it is understanding of roles, needs, concerns and abilities of people involved in the process.

The cooperation

- Research (support) services
 - Includes all types of activities that to occur require financial support from an external business entity
 - All universities can provide
 - Problematic because of a „conflict of interests“

- Research results
 - Includes all types of activities undertaken by the researchers without any financial support from an external business entity.
 - Only strongest universities can provide
 - Requires clear IP management rules

Research services

- It is difficult because ...
 - ... we have very high G&A costs
 - ... we are limited by the regulations
 - ... we have to compete with business entities
 - ... we do not need the university to provide
 - ... it is all „about the money“

It is very difficult to establish the cooperation if sides do not see the long-term profits or vision.

Research results

□ Scientists

- our responsibility is to be inventive
- our goal is to do research
- we deliver results of research that are transformed into products by others
- we have access to EU and NCBiR funds

□ Entrepreneurs

- we expect universities to reduce our R&D risk
- we transform prototypes into products

□ Gdańsk University of Technology (GUT)...

- applies for over 300 grants every year
- prepares over 50 patent requests every year

The needs and concerns

□ Scientists

- we have results ready for commercialization but we do not know how to do it ...
- we have results ready for implementation but somebody have to convert them into products ...
- we have results ready for implementation but we do not have enough time to do so ...
- we have many ideas but we do not know how to acquire private equity or how to prepare a business model ...
- we want to be scientists not businessmen ...

Is there somebody inside of the university that could support us and tell how to do it?

The needs and concerns (2)

□ Entrepreneurs

- we do not expect a strict schedule but we expect somebody to be responsible for the results ...
- we do not expect to receive a business grade support but we still need any ...
- we do not expect a business approach but we still need somebody who understand our needs ...

Is there somebody inside of the university that could be a contact for us and that will understand us?

The roles

- Scientists/Researchers
 - to do research
 - to provide results

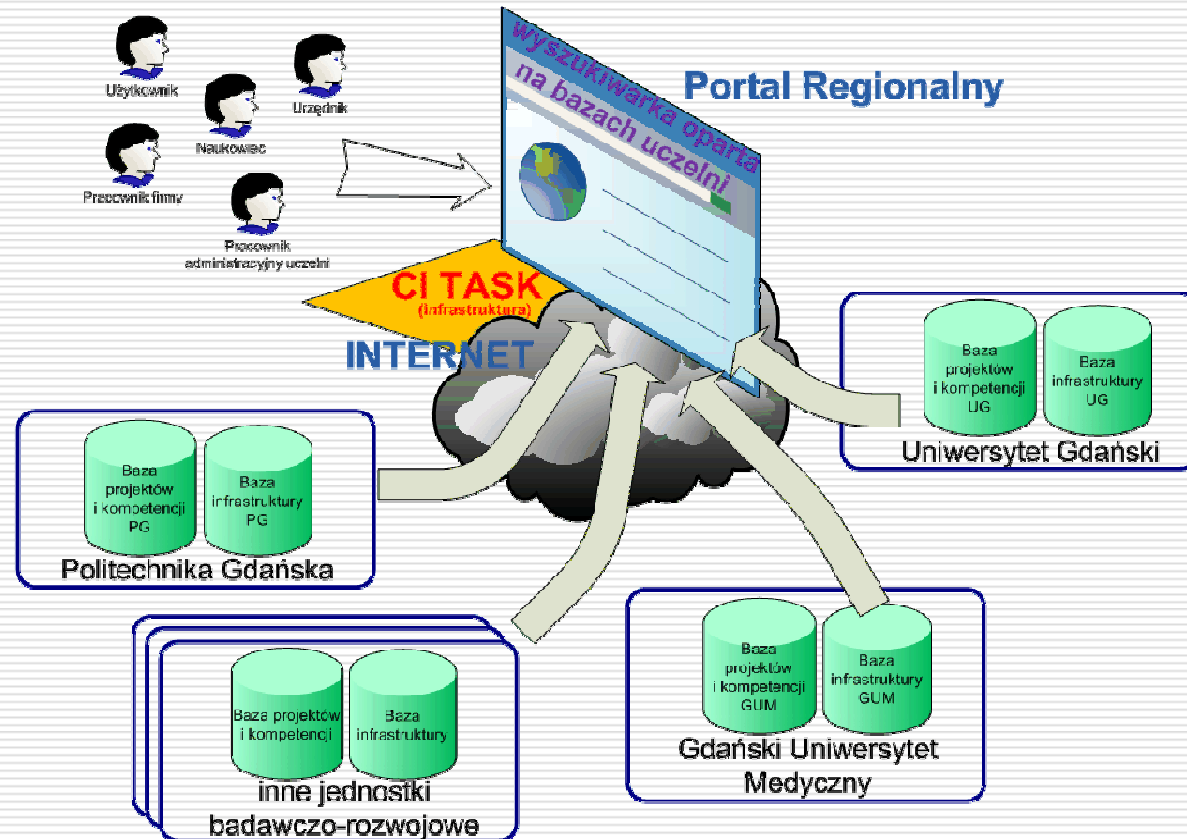
- University administrators
 - to define a legal framework
 - to classify and distribute
 - to communicate

- Boundary Spanners
 - to facilitate commercialization
 - to search for opportunities

- Public administration
 - to build an environment for researchers
 - to encourage scientists to stay at universities

GUT concept

PLATFORMA WIEDZY NAUKOWO – BADAWCZEJ

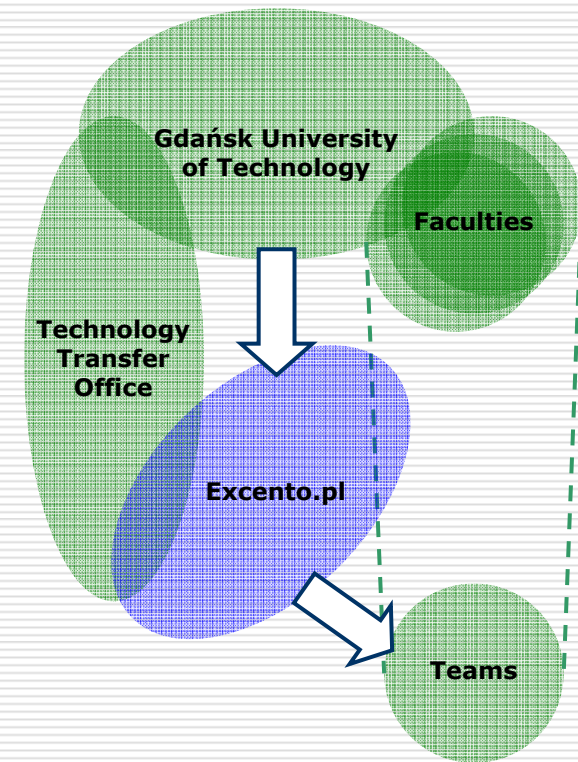


GUT concept (2)



GUT concept (3)

- Excento.pl
 - An **alternative** for commercialization
 - ... to provide experts to do „business” part of the job
 - ... to provide experts to support the process
 - ... to provide a single point of contact for businesses
 - ... to transfer „business” knowledge toward scientists
 - ... to build long-term relations with alumni



The long-term goals

- GUT long-term goals are ...
 - ... to build sustainable relationships with alumni
 - ... to build an efficient communication channel to entrepreneurs and public administration
 - ... to define and agree a long-term vision and values
 - ... to identify and train boundary spanners inside GUT

Thank you

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