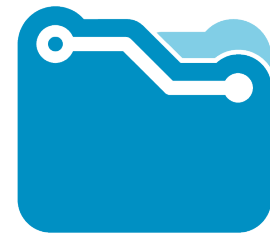


Knowledge transfer: from university to industry

Introduction to advanced marine technologies

SUMMER SCHOOL (SS1)

Almada, Portugal // June 27th, 2016



STRONG
MAR

Presentation · University of Girona

14,000 students

1,300 staff (academics and support)

Science and Technology Park (where our infrastructure is)

In the city of Girona (Catalonia region in north-eastern Spain)

100,000 inhabitants

Nearby the border with France and the coast (30Km)



Presentation · University of Girona



Overview

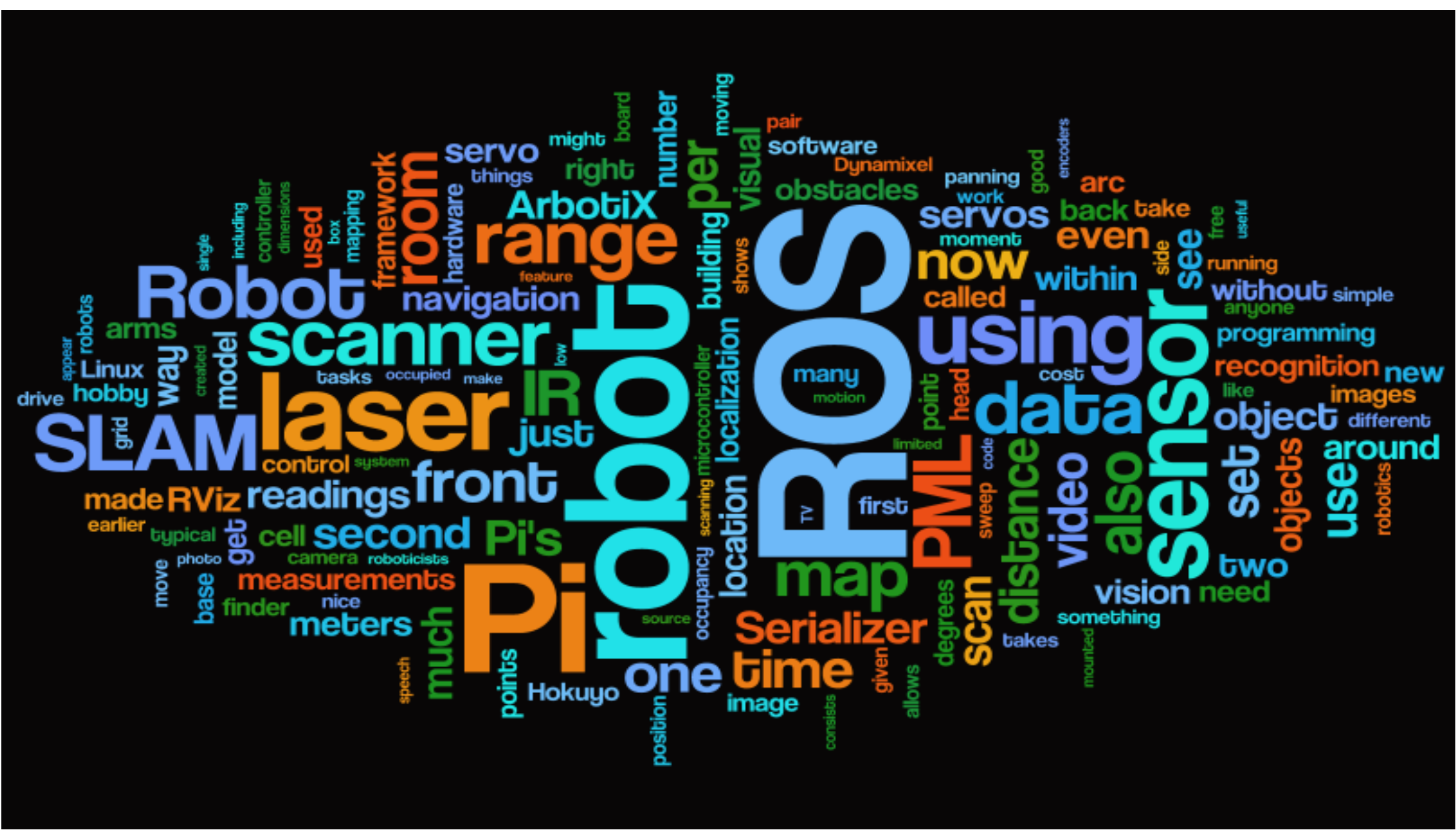
Intro: What is Knowledge Transfer?

Why is it so relevant?

Our experience in Underwater Technologies field

Wrap-up!





Intro: What is Knowledge Transfer?

IT IS **A PROCESS...**

THAT TAKES PLACE WHEN...

KNOWLEDGE DEVELOPED AT **THE RESEARCH CENTRES...**

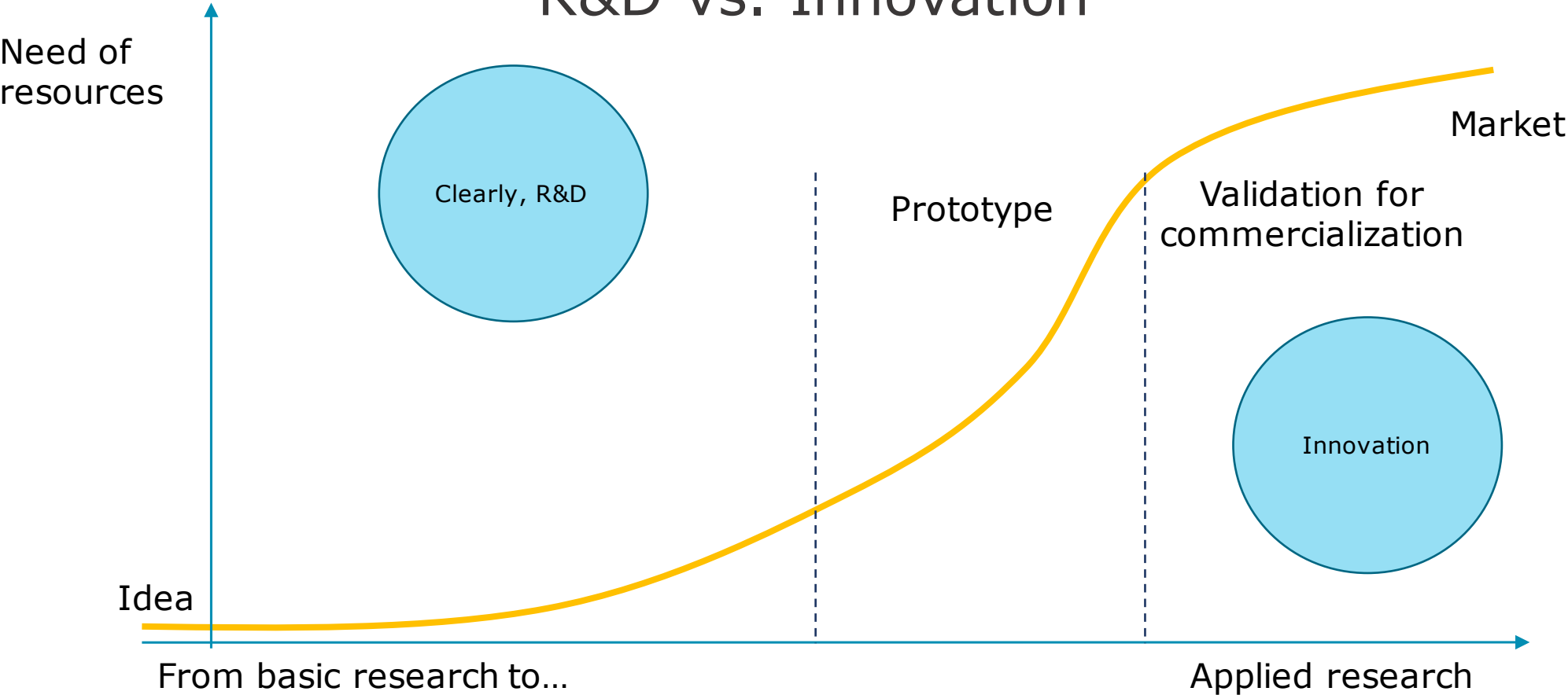
... BECOMES OF INTEREST OF **EXTERNAL AGENTS**

... WHO ARE INTERESTED IN IT TO **INNOVATE IN THEIR PRODUCTS /
PROCESSES!**



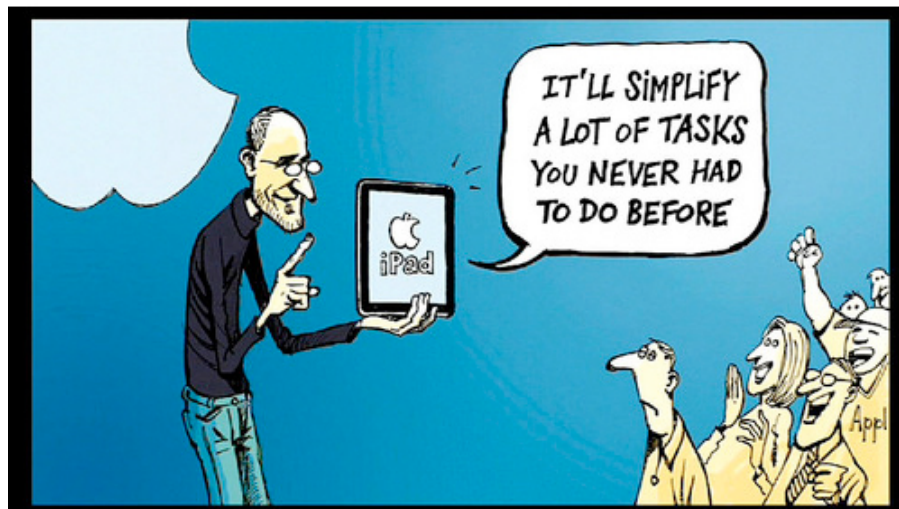
Intro: What is Knowledge Transfer?

R&D vs. Innovation

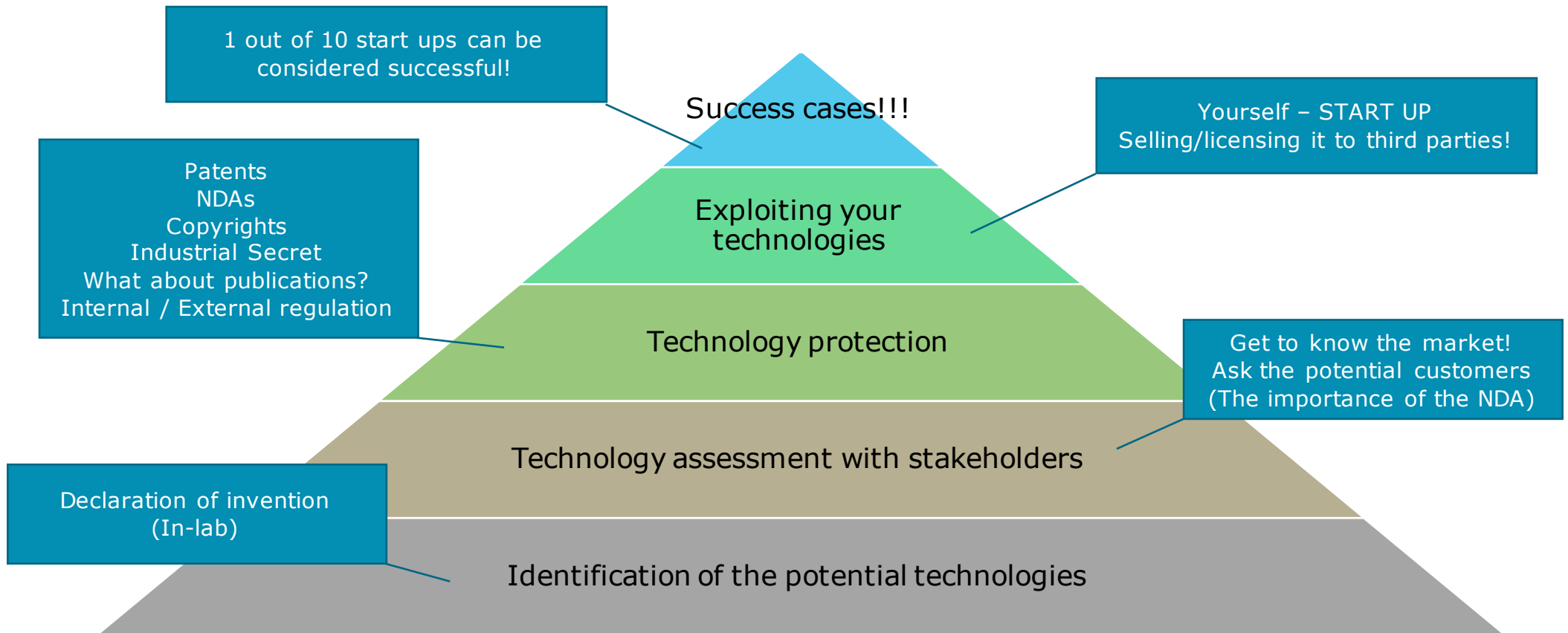


Intro: What is Knowledge Transfer?

Technology Push vs. Market Pull



Intro: What is Knowledge Transfer?



Why is it so relevant?

IT'S ONE OF THE WAYS THAT WE HAVE TO GENERATE VALUE OUT OUR TECHNOLOGIES AND GIVING BACK TO THE SOCIETY THEIR INVESTMENT IN US!



Our experience in Underwater Technologies field

STEPS TO BE DONE TO TRANSFER YOUR TECHNOLOGIES

1. Analyze all the technologies in the lab
2. Try to assess / prioritize them (put them in a technology map and contact stakeholders). Each development phase may lead to different type of ways to further progress.
3. Define a strategy for protection / exploitation
4. Jump!

NOTICE: Just around 10% of the technologies in the lab might become commercial one day and this is NOT a fail! ;)



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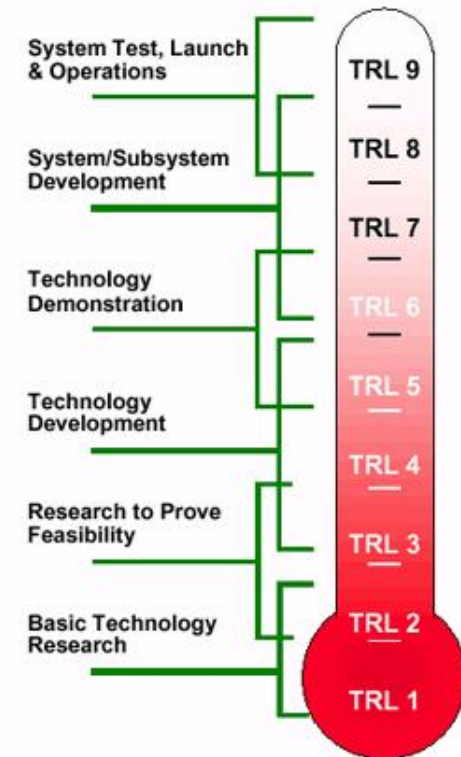
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Our experience in Underwater Technologies field

Take into account SPECIALLY in Engineering field:

- Publications
- Patents
- Development - TRL
- Commercial products



Our experience in Underwater Technologies field

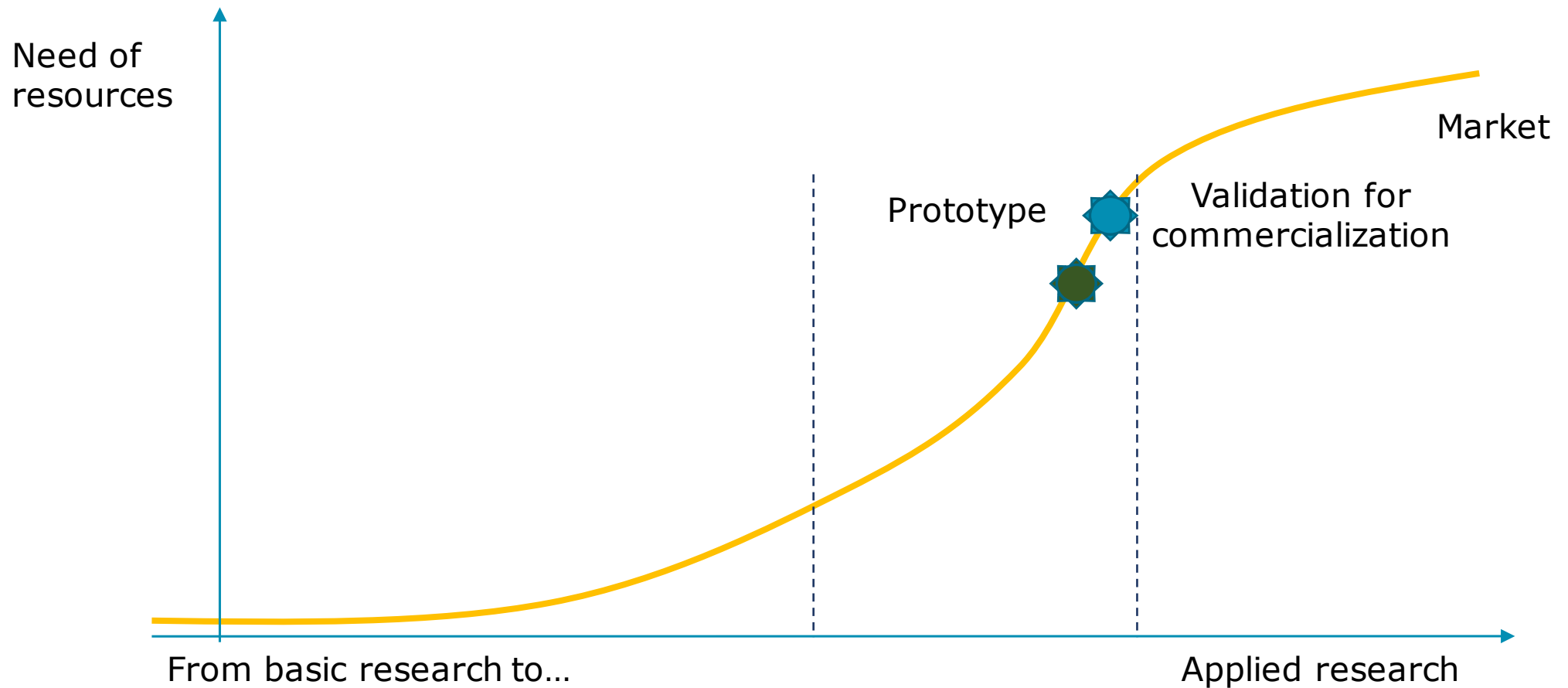
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Our experience in Underwater Technologies field

Market

Prototype

OPTIONS FOR PROTECTION:

1. Patenting
2. Publishing
3. Keep industrial secret
4. Copyright
5. Others

OPTIONS FOR EXPLOITATION:

1. Look for a buyer (of the technology)
2. License agreements
3. Spin Out
4. Do nothing! :D



Our experience in Underwater Technologies field

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Our experience in Underwater
Technologies field

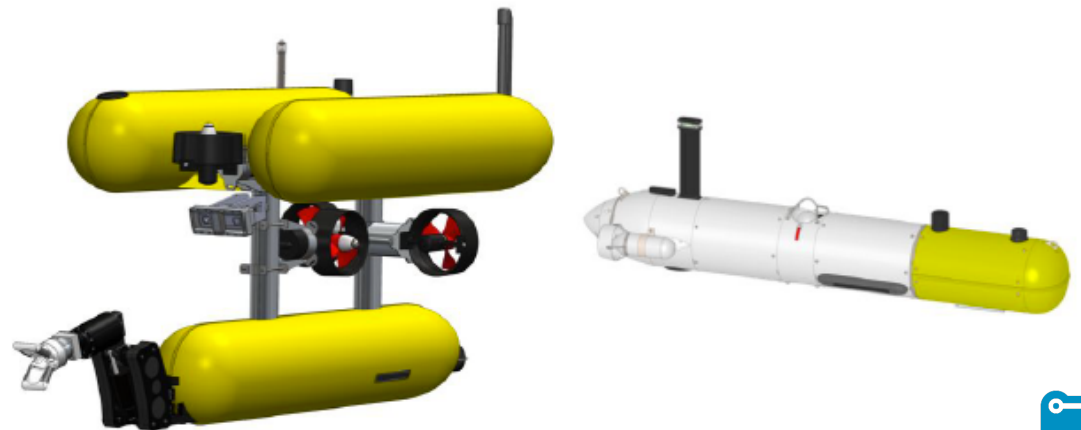


Our experience in Underwater Technologies field

IQUA ROBOTICS will:

Sell 2 of the technologies developed by the University of Girona:

GIRONA 500 AUV
SPARUS II AUV



Our experience in Underwater Technologies field

WIN 2 WIN for the company and for the University:

- The company gets high tech
- The company gets highly qualified teams
- The University gets part of the shares
- The University gets license agreements (manages to transfer knowledge to the society)
- The University and the company may get in touch for further collaboration
- The company, in the end, becomes a qualified partners, so does the University for the company!



Wrap up!

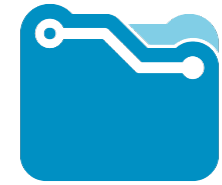
IT'S **IMPORTANT TO FAMILIARIZE WITH BUSINESS TERMS** SINCE YOU BEGIN YOUR PHD

YOU **DON'T HAVE TO BE AFRAID TO ASK**, BASIC CONCEPTS MAY MAKE YOUR LIFE EASIER

IT'S GOOD TO **HAVE A STRATEGY AND FOLLOW IT**, IF YOU FAIL EVEN FOLLOWING IT, WHAT?

THE **CRAZY PEOPLE OF GIRONA** HAVE DECIDED TO CREATE A **START UP** COMPANY, **HELP US PROMOTING IT!** ;)





**STRONG
MAR**

Thank you for your attention!

www.strongmar.eu

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