



**EU funded Project “Support to Enforcement of Intellectual Property Rights” in the Republic of Moldova
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IPR commercialisation mechanisms (Case studies: Lindholmen Science Park, Sweden; Reactor of Commercialization Ecosystem, Latvia; Innovation Ecosystem of the National Technical University of Ukraine; Crowdfunding and Business Angels)

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Lindholmen Science Park (Gothenburg, Sweden)

- Science park – an area usually linked with a university where scientific research and commercial development are carried on in cooperation
- It facilitates access for companies to key factors such as R&D, human capital, innovation infrastructures, venture and technological capital
- Science park creates conditions for establishing and growth of innovation-based companies through incubation and spin-off processes

Lindholmen Science Park (Gothenburg, Sweden)

- Lindholmen Science Park (Gothenburg, Sweden) is jointly owned by Chalmers University of Technology, the City of Gothenburg and business community
- It is an international Science Park with the following key areas of focus: mobile internet, intelligent vehicles and transport systems, modern media and design



Lindholmen Science Park (Gothenburg, Sweden)

Projects - Transport and logistics

The most prominent industry is transport. Main focus is on projects and programs that embrace a holistic and systems approach, often with elements of demonstrations. Efficient transport and logistics solutions, connected and autonomous transport system, development of public transport of future are areas the Science Park are developing together with its partners



Lindholmen Science Park (Gothenburg, Sweden)

Projects - Information and communication technology (ICT)

- . Main drivers for developments in ICT are currently IT security, the cloud, connectivity and process development. Lindholmen Science Park is taking part in this development in several concrete ways and is involved in its application in vehicles, eHealth and management systems together with partners





Lindholmen Science Park (Gothenburg, Sweden)


Main benefits

- Development and commercialization of new technologies
- Hi-technology jobs
- Investment for local development

IP commercialization in Latvia (Riga): Reactor of Commercialization Ecosystem

Commercialization Reactor is a system set up to commercialize innovation. It combines features of pre-seed accelerator, seed fund, business incubator, technology broker, technology transfer office, commercialization agent of universities and educational project





IP commercialization in Latvia (Riga): Reactor of Commercialization Ecosystem

- Reactor of Commercialization Ecosystem is supported by local businesses and government (Ministry of Economics of Latvia, Investment and Development Agency of Latvia, ALTUM State-owned Development Finance Institution, etc.)
- This science-based entrepreneurial ecosystem operates in conformity with international good business practice standards

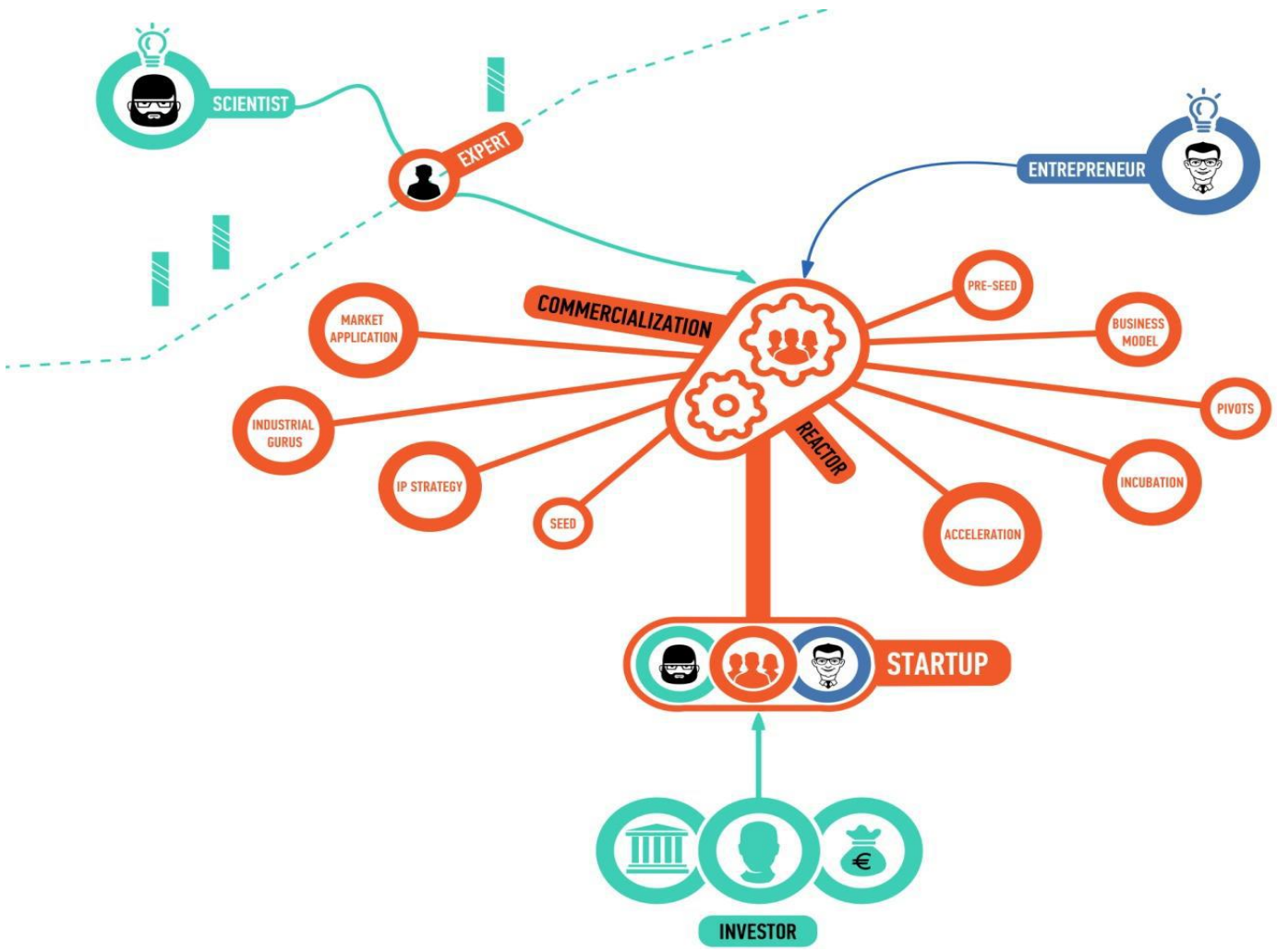
IP commercialization in Latvia (Riga): Reactor of Commercialization Ecosystem

- Identifying team players and team building is one of the core activities of Commercialization Reactor
- Unlike traditional accelerators, which select projects with already formed business models and teams, Commercialization Reactor selects scientific / engineering ideas and develops them by adding and coaching business teams and by providing initial investment
- Commercialization Reactor consists of a sequence of programmes. Each programme runs through a 6-month cycle. During each cycle up to 12 prominent science-based ideas are selected by the evaluation committee for participation in an Ignition Event. At this event the pre-screened scientists present their ideas according to a given standard and meet entrepreneurs who are interested in developing scientific ideas into business. Over an initial three months period, teams are built and a 10-week compulsory educational Start-up Support Programme is held. The Start-up Support Programme culminates with a Performance Day on which the projects are presented to venture investors and business angels

IP commercialization in Latvia (Riga): Reactor of Commercialization Ecosystem

- Beyond Performance Day, the staff of Commercialization Reactor tracks each companies' development regardless of whether or not any investment had been secured during the Performance Day
- Companies which fail to obtain financial support at one Demo day, can attend subsequent Demo Day events. Once a company has successfully raised seed capital they remain residents and gain access to all of Commercialization Reactor facilities and opportunities

IP commercialization in Latvia (Riga): Reactor of Commercialization Ecosystem



IP commercialization in Latvia (Riga): Reactor of Commercialization Ecosystem

Successes story

The Schaeffler Group (Germany) has acquired start-up Naco Technologies in Riga. Naco Technologies has unique expertise in the development of new coating systems. Schaeffler is the market leader in functional surface technology in several market segments



Innovation Ecosystem of the National Technical University of Ukraine - NTY KPI

NTY KPI is the largest technical university of Ukraine. About 25,000 students study there, including foreign students. University has 19 faculties, 9 educational and scientific institutes



Innovation Ecosystem of the National Technical University of Ukraine - NTY KPI

- Innovation Ecosystem of NTY KPI is designed to carry out a selection, recruitment and training creative people to set up their own businesses. It supports in finding investors and start-ups promotion
- Innovation Ecosystem consists of:
 - Festival of innovation projects «Sikorsky Challenge»
 - Startup School «Sikorsky Challenge»
 - Business Incubator «Sikorsky Challenge»
 - Center for Intellectual Property
 - Venture Fund «Sikorsky Challenge»



Innovation Ecosystem of the National Technical University of Ukraine - NTU KPI

Festival of innovation projects «Sikorsky Challenge»

- The festival is an all-Ukrainian competition of startups
- A purpose of this event is to identify the best innovative projects in various fields of technology and to support them in commercialization process
- The winners received around \$ 20 mln investment in 2015



Innovation Ecosystem of the National Technical University of Ukraine - NTU KPI

Main benefits

- Stimulate R&D
- Reduce brain drain by providing incentives
- Attract foreign and local investment
- Job creation

Crowdfunding and Business Angel Mechanisms for Innovation

Crowdfunding

- Crowdfunding is the practice of funding a project or company by raising small amounts of money from a large number of people, typically via the Internet
- Crowdfunding is a form of alternative finance. In 2015, a worldwide estimate totaling over US\$34 billion was raised by crowdfunding
- The funding campaign and transactions are typically conducted online through dedicated crowdfunding sites/platforms
- Depending on the project, campaign contributors can make donations, investing for a potential future return on investment or prepaying for a product or service

Crowdfunding and Business Angel Mechanisms for Innovation

Crowdfunding – IndieGoGo Platform

<https://www.indiegogo.com/>

- IndieGoGo Platform established in 2008, allows anyone to set up a campaign for free. A fee is charged on money raised
- Writers, musicians, film makers and visual artists often use the platform to fund projects but anyone can post any type of campaign

IndieGoGo Platform – Case Study

Anywhere company (Denmark)

<https://www.indiegogo.com/projects/anyware-smart-home-for-everyone#/>

Anywhere company has developed a smart adapter for lamp sockets for home, which controls and automates lights when you're out, as well as monitors temperature and humidity levels



IndieGoGo Platform – Case Study

Anywhere company (Denmark)

<https://www.indiegogo.com/projects/anyware-smart-home-for-everyone#/>

- If you're traveling, it can switch lights on and off so that it looks like your home is fully occupied – and it can even listen for intruders
- This smart home product received more than \$100K in funding



Crowdfunding and Business Angel Mechanisms for Innovation

Business Angel Mechanisms

- A business angel is an independent individual who provides capital for business development
- Typically wealthy individuals, business angels (or angel investors) aim to help entrepreneurial individuals succeed with a business idea by investing their own money
- This private investor not only provides money, but also generally is interested in becoming involved in the project by acting as a guide or mentor

Crowdfunding and Business Angel Mechanisms for Innovation

Business Angel Mechanisms – AngelList Platform

<https://angel.co/>

- AngelList platform has a mission to democratize the investment process and to help startups with their challenges in fundraising
- It is an equity-based platform, used by Accredited Investors to facilitate the investment of money for an ownership interest in a company
- It started as an online introduction board for tech startups that needed seed funding. Since 2015, the site allows startups to raise money from angel investors free of charge

AngelList Platform – Case Study

PowerInbox company (USA)

<https://powerinbox.com/>

- It is a software company that develops software products that allow publishing agencies and advertising companies to successfully attract customers by increasing the profitability of their activities
- This company received \$100K in funding for one week





Thank you for your attention

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