



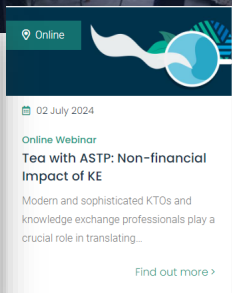
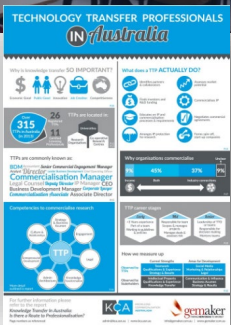
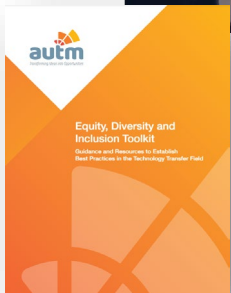
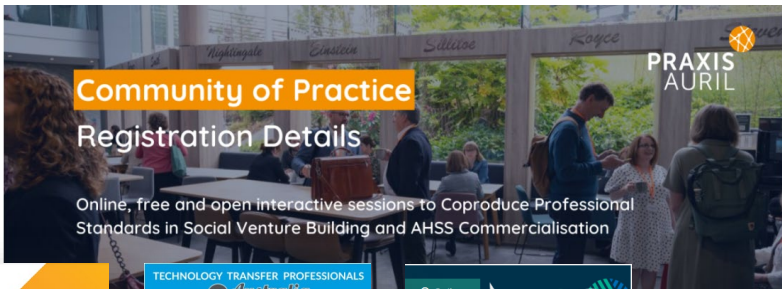
University of
Southern Denmark



EXAMPLES OF ERA 7 KNOWLEDGE VALORISATION IN PRACTICE

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ERA 7 AS PART OF A LARGER SHIFT IN HOW WE PERCEIVE AND WORK WITH KNOWLEDGE EXCHANGE



Organisation

Innovation Centres
Hybrid or outside PRO, IP/KE, spin-outs, consultancy

IP Brokerages
Outside PRO, private business, investor, coach, consultant

Classic TTO
TTO function inside PRO
IP licensing focus

Modern KTO
TTO+ in PRO, EiR, venture builder, coach, consultant

SDU

Function

autm AUTM
10K followers
3mo

It's day 2 of the AUTM #WIPO International Knowledge and Technology Transfer Leadership Summit in Santiago where 44 TT leaders from 25 countries are here to share their expertise and challenges. Day 1 included a two hour session c...see more



Anji Miller Ph.D CLP RTTP

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Repo




OUR RAISON D'ETRE

We contribute to SDU's strategy by driving and supporting the commercialisation and thereby impact of SDU and RSD's research activities. We do this by:

- Exploring commercially interesting opportunities and people in the research environments
- Screening and developing projects
- Executing commercial deals with partners.

Together with entrepreneurial researchers and our partners in the ecosystem, we build investable and scalable spin-outs. When relevant, we make commercial deals with existing companies. We are preoccupied that commercial partners contribute to the funding and advancement of research at SDU and RSD.

EXAMPLES OF PRACTICE INSPIRED BY THE KNOWLEDGE VALORISATION FRAMEWORKS

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- **Whole-ecosystem approach.** Think: how can I use close collaborators to make things happen that would otherwise not happen. Raise resources amongst your peers.
 - *Therefore:* Share the fame: Be active in co-marketing, be generous on social media.
 - **Look for the Multidisciplinary.** KT professionals are often uniquely positioned to span organisational boundaries (internally and externally) to
 - Spot matches across university faculties and disciplines
 - Connect suppliers with project owners in their ecosystem
 - Connect across business domains and industries
 - *Therefore:* Make sure there are information exchange sessions as part of your office SOP.
 - **Stop patenting everything that moves.**
 - There is a big difference between a doable patent and a commercially relevant patent
 - Universities are non-practicing entities. The value comes from the partnerships with licensees and start-ups.
 - There are numerous examples of successful KT cases without patents on the KV platform.
 - *Therefore:* Enact an IP or commercialisation policy that gives you the flexibility to use IPR where it makes commercial sense.

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