***Knowledge Transfer Community to bridge the gap between research, innovation and business creation***

**The Guide**

**How the build a Technology Offer**

#

# Abbreviations:

EC – European Commission

EU – Europe Union

IP - Intellectual Property

IPR - Intellectual Property Rights

HR - Human Resources

KTOs - Knowledge Transfer Offices

KTT - Knowledge and Technology Transfer

TTI – Technology Transfer and Innovation

TO – Technology Offer

TR – Technology Request

EoI – Expression of Interest

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# Introduction

Technology transfer, is the process of transferring skills, knowledge, technologies, methods of manufacturing, samples of manufacturing and facilities among [governments](http://en.wikipedia.org/wiki/Government) or [universities](http://en.wikipedia.org/wiki/University) and other institutions to ensure that scientific and technological developments are accessible to a wider range of users who can then further develop and exploit the technology into new products, processes, applications, materials or services. It is closely related to (and may arguably be considered a subset of) [knowledge transfer](http://en.wikipedia.org/wiki/Knowledge_transfer). Horizontal transfer is the movement of technologies from one area to another. At present transfer of technology is primarily horizontal. Vertical transfer occurs when technologies are moved from applied research centers to research and development departments.

Do you often come to the result that there are many innovative technologies at your facility, yet no suitable industrial partners for them? Do you also have the feeling that you are running behind, questioning how you will implement all the project results, win over new industrial partners, and allocate new licenses for partnerships? That the essential industrial contacts that you need are either missing or constantly changing? And on top of that, you are challenged with limited human resources, limited external funding and considerable bureaucracy!

With technology offer, it's easy, fast and effective to find the right partners and thus a solution to all of these and many more associated problems.

This Ghuide aims develop a Form and a methodology for “Technology Offer” with the aim to know better each other, to understand the expertise and experience of the potential partners for business, innovation, knowledge and technology transfer, partnerships for internationals projects.

The form and the Methodology contribute for the knowledge transfer between public research and industry in the societal challenge secure, clean and efficient energy, to bridge the gap between research, innovation and business, based on EU experience and on a survey conducted among the stakeholders.

Our approach is individually tailored to your needs. We guide you through the entire process from the discussion about pros and cons of your technology to the presentation best suited for collaboration with suitable interested parties.

These necessary steps have been proven in many projects!

# The possibility to cooperate at international level without grants or other external funds

Are you looking for with a specific skill? In a cluster? In a particular country? Who speaks a certain language? Do you search for a specific partner aiming to transfer your technology in other company? Or other economic sector? And to adapt it at the necessities?

That tool: TO can help you! You can search all Network partners based on the criteria above. There are a large number of areas of expertise to search, from technical skills, finance and funding to intellectual property and partnerships.

This methodology must be the one at international level, not only a local level. In the near future we will present our interest (new equipments, tools, systems, services, etc) and the methodology to promote our interests must to be understood by others in different countries.

Using database of cutting-edge technologies, containing profiles, the Network brings together research and commercial applications. The database is updated with new profiles on a periodically basis.

We also organize matchmaking events across the region where you can meet potential business partners in person. The schedule meetings for you and help you prepare for them. Matchmaking events often take place at international fairs, which helps keep travel and accommodation costs down.

**Company missions and brokerage events** are two versions that offer great opportunities to establish mutual confidence between an SME and another one.

**Brokerage events (matchmaking, B2B, partnerships events)**

The brokerage event is the place where the offer meets the request, where the interested persons have a face-to-face meeting to discuss the possibility to create partnerships and develop business / technology transfer / projects.

Brokerage events are organized to helps SME to reach technology transfer or cooperation’s agreements with other companies from their own sector. They can be also advised on how to find partners to apply to EU–funded joint research projects.

A brokerage event offers a series of pre-arranged transnational meetings organized at a single venue for SMEs. One or more local Network partners organize the venue, which could be at a fair, a conference or other event. Based on partnership profiles, participants request meetings before the event. Schedules for each participant are drawn up showing time and place for each meeting. Integrated tools can be used for the profile development and validation, as well as for organizing the meeting.

Organizing a successful company mission or brokerage event takes a lot of effort. Thankfully, there are Clusters / Networks that provides all the support a company may need in terms of resources, partners, interest and networking.

**Company missions**

Company missions bring together small groups of clients for transnational visits. A local Network partner organizes a one- or two-day trip to selected companies and organizations.

Company missions can take a number of forms:

* Visiting the potential partner’s premises so a client can get a feeling for the company’s technology, production, management and culture.
* The companies get together in a central place for bilateral discussions.
* Arranging meetings with company management while they are at an international fair.

After identifying an interesting topic, a local Network partner will take responsibility for driving; organizing what is called an incoming company mission. The local partner will have to look for visiting companies and entrepreneurs with the help of other Network partners.

For an outgoing company mission, a Network partner will provide suitable companies which are willing to visit foreign counterparts and institutes. The partner must be willing to find suitable partner regions for the visit.

# Technology Offer - aim

If you wish to present your new technology that you developed, to make it available to end-users abroad in order to carry out a technology transfer or to present your necessity, to solve a problem they have encountered.

You should write a Technology Offer if your client develops a technology or an innovation and wishes to make it available to end-users abroad (specially to members of the partners clusters) in order to carry out a technology transfer.

If your client needs partners to expand his business abroad for mainstream technologies or existing products, wants to establish franchises in other countries of the Network or find trade intermediaries or suppliers abroad or in general make partnerships which do not involve technology transfers, write a Business Offer.

Initially, we work with you to create a technology offer, so that you can describe your technology, the application fields, and advantages over alternative solutions.

Then we spread this technology offer into our diversified network. On your behalf we ask people depending on the type of technology you have developed and the expert’s application areas.

A few steps later, we deliver a handy, comprehensive technology report, tailored to your needs, so you can quickly obtain the necessary data and enter into direct negotiations with the interested parties.

# Rouls to fill in the form

**Title**

The title should be clear and meaningful to a person who is not an expert in the technology or application field, and should enable them to form a picture of the companies or researchers in their region that might be appropriate partners.

**Abstract of the offer**

The abstract for a TO should answer the following questions:

* Where (geographically) is it from?
* What sort of organization is offering it?
* What is being offered?
* What can it are used for?
* What are the main advantages?
* What sort of deal is sought?

**Description of the offer**

**Description/ Special features.** *Please give a description of the relevant results/ characteristics of the offer.*
When ever possible, provide background information or a short introductory text to the technology described (usually this can be found through an internet search).

Describe the technology or product, try to indicate clearly the innovation you propose (provide quantitative data if possible).

Clearly establish the potential application of the technology, perhaps considering more than one field.

Provide information about the expertise or know-how of the proposer.  Do not include sales promotion of your technology or product.

Do not include advantages of your technology or product, this will come below.

Provide a picture or drawing if one is available.

**Innovative Aspects of the Offer**
Describe clearly the innovative aspects of the technology. Avoid generalities such as best or unique, but try to specify innovation by comparison with prevailing technologies.

**Main advantages of the Offer**
Give the main economic advantages / benefits of the technology (if possible in a quantitative way), regarding such elements as performance, ease of use, need of specific know-how, or expertise to adopt your technology.

**Technology Keywords**

Choose as many keywords as are applicable to the technology or the application. Try to use level 3 keywords, as these are the most specific.

Be aware that a search may be conducted using keywords alone.

**Contact:**

Here you have two options:

1. You are provider of services for the entity that present the TO and you will assist the entity in diverse stages – you insert yours contact data
2. You realize short training and recommendation for the entity that present the TO – you insert the company contact data. From this moment they are on the own route. Can they manage themselves?

At the final, please put you in the role of the partner that you search for this Technology Offer and analyze (if necessary improve the content):

* Why to transfer this TO? They give you more expertise? It is relevant? Will add value and benefits to your company?
* The technology is real new? Can be it apply in your company?
* The information is enough / well presented to have a decision and commitment to cooperate?

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