

What might happen...

...trying to move research into everyday life

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DI TRENTO

Staff member of the Research and Technology
transfer support Division

Technology transfer strategist from 2005

Supported the business modeling /launch of
13 academic spin off/start up projects

Supporting patenting and licensing of unitn inventions

Managing Intellectual property /software

Fundraising for applied research and spinoff/startups

Research to market

Research



Technology disclosure



IP protection



Market strategy

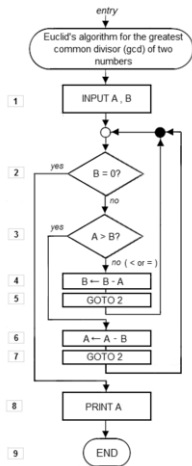




Research

Technology disclosure

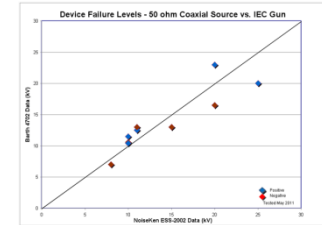
Instructions



database



Data correlation



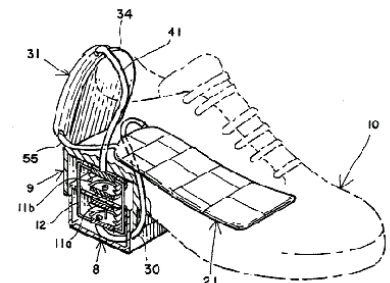
data

12345678
35410

software

```
// get the new password length
newPasswordLength = getPasswordLength()
if (newUserName != userName ||
    newPasswordLength != passwordLength)
    return false;
else
    return true;
```

Technical solution



Potential owners



Professor



Student



University



Funding agency



Funding enterprise



open source

Third party or community

IP protection

- Patenting and University regulations on patenting
- Trade secret – Non disclosure agreement
- Copyright
- Who's paying for the protection?
- There's a trade off between dissemination and IP protection?



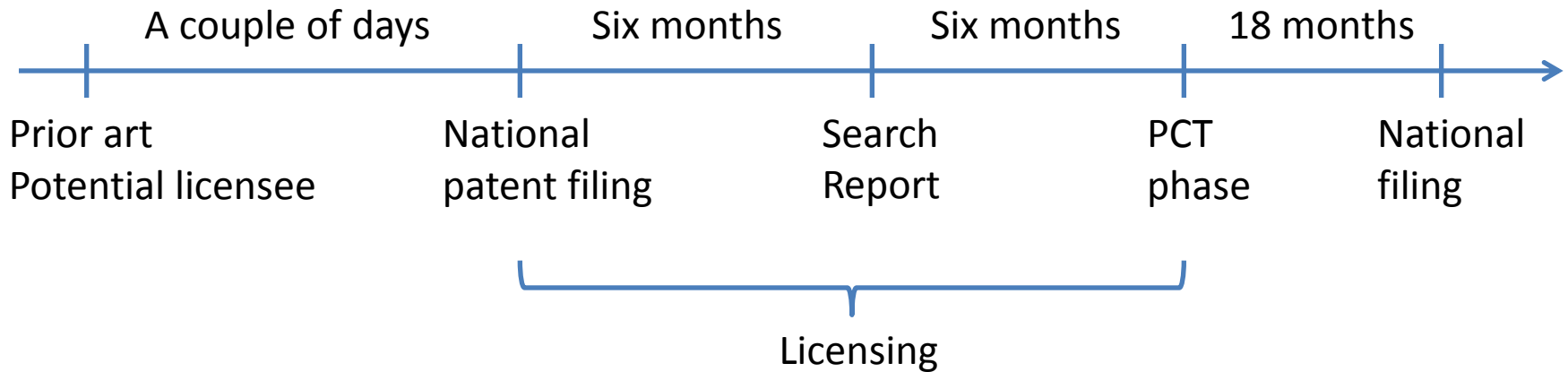
Potential constraints

- Funding enterprises involved in research contracts or grants may ask for secrecy
- Patents has to be filed before disclosure

Patenting

- Technical solution to a technical problem
- Patentable invention
 - Innovative
 - Inventive step
 - Industriability
- ! Materials science, Biotech, Chemistry, Mechanical engineering

Patent strategy: example



Startup creation

- Technology asset/platform
- Team
- Market niche
- Investment plan



University regulations

- Brand identity
- Support in planning
- Support in intellectual property management
- Support in negotiating access to laboratories and office space

Funding

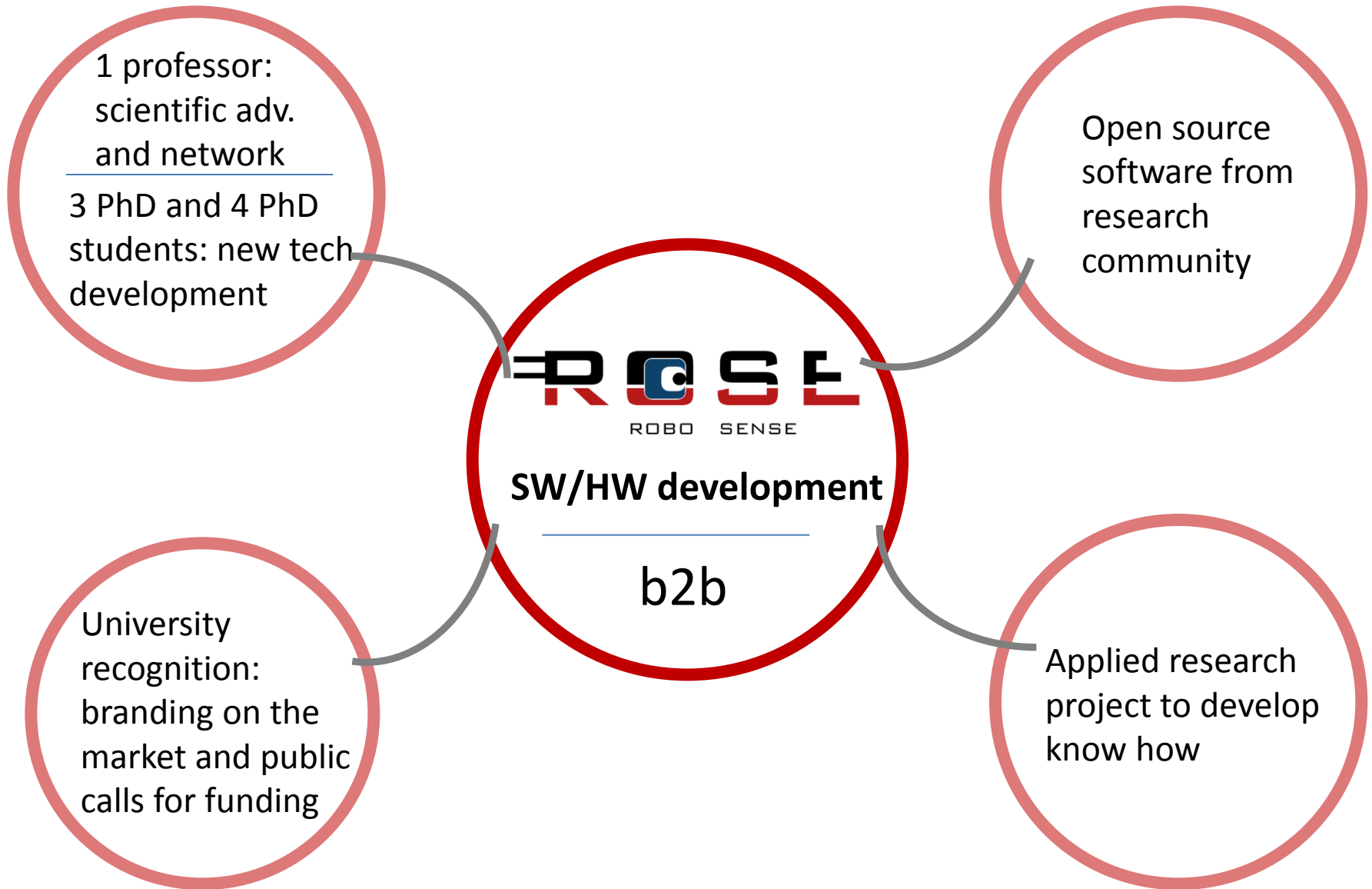
Seed money call within the end of the year

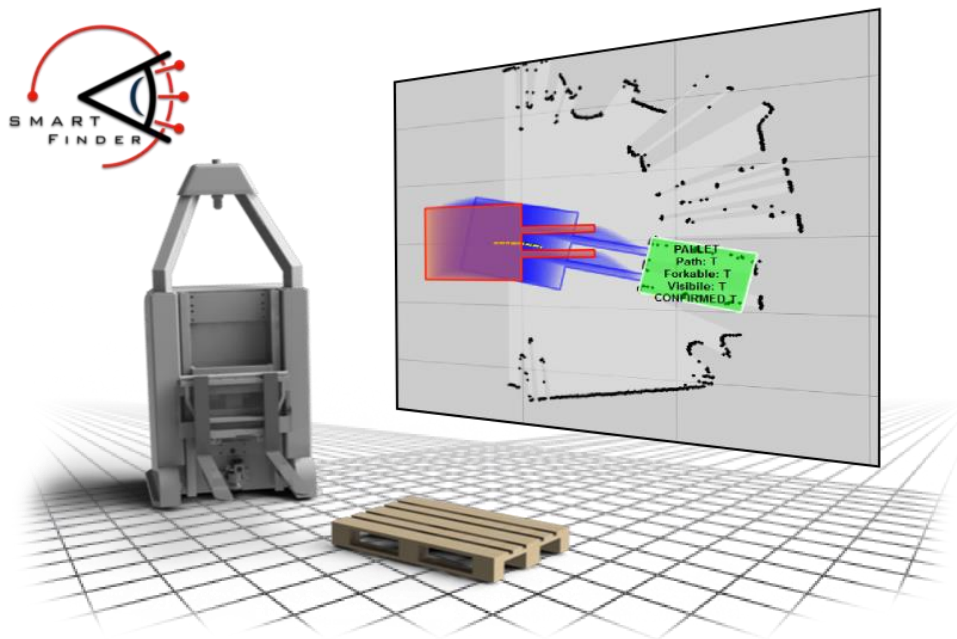
- Up to 150k euro
- Prototyping expenses
- Consultancy
- No salaries

If you are interested start now

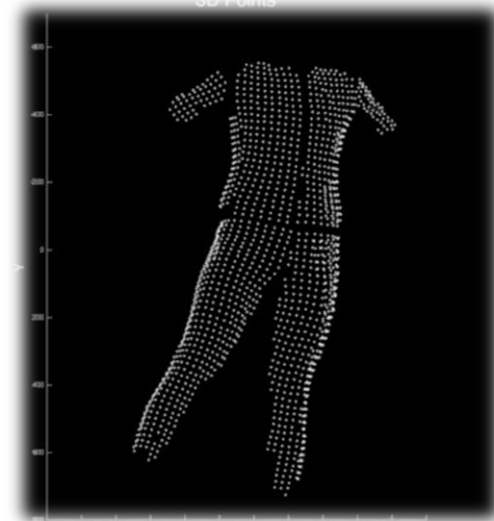


Anatomy of a startup





3D Points



Unitn start ups and spin offs

Green tech



ICT



Mechatronics



Biotech



Materials science



Civil engineering



Local fundraising and incubation



business plan competition



Seed money

business development



software



hardware



green tech



Funding for local enterprises

Thank you