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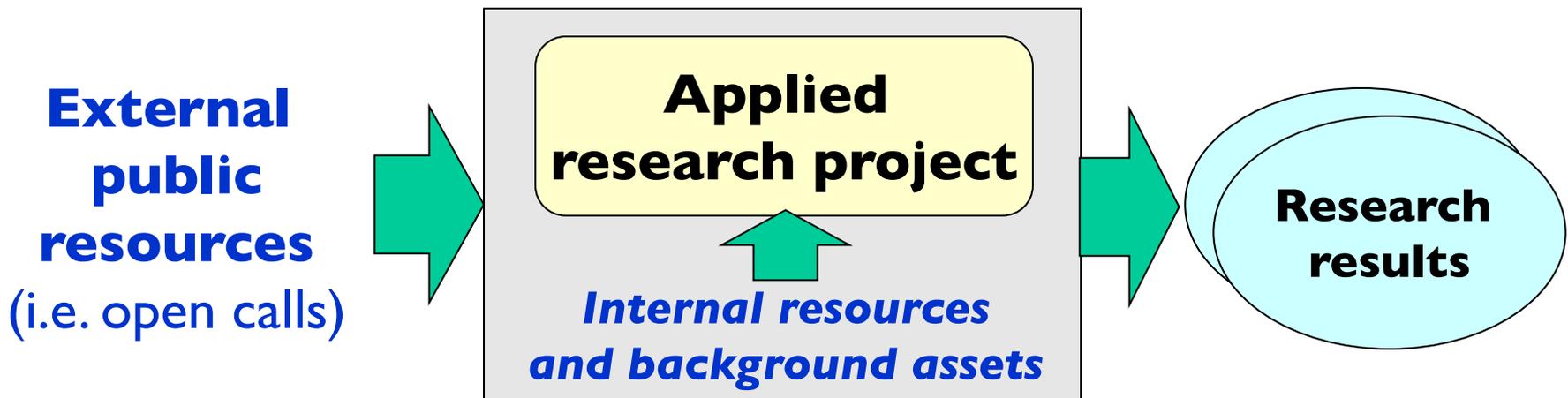
Innovation strategies of technical universities in the global competition context

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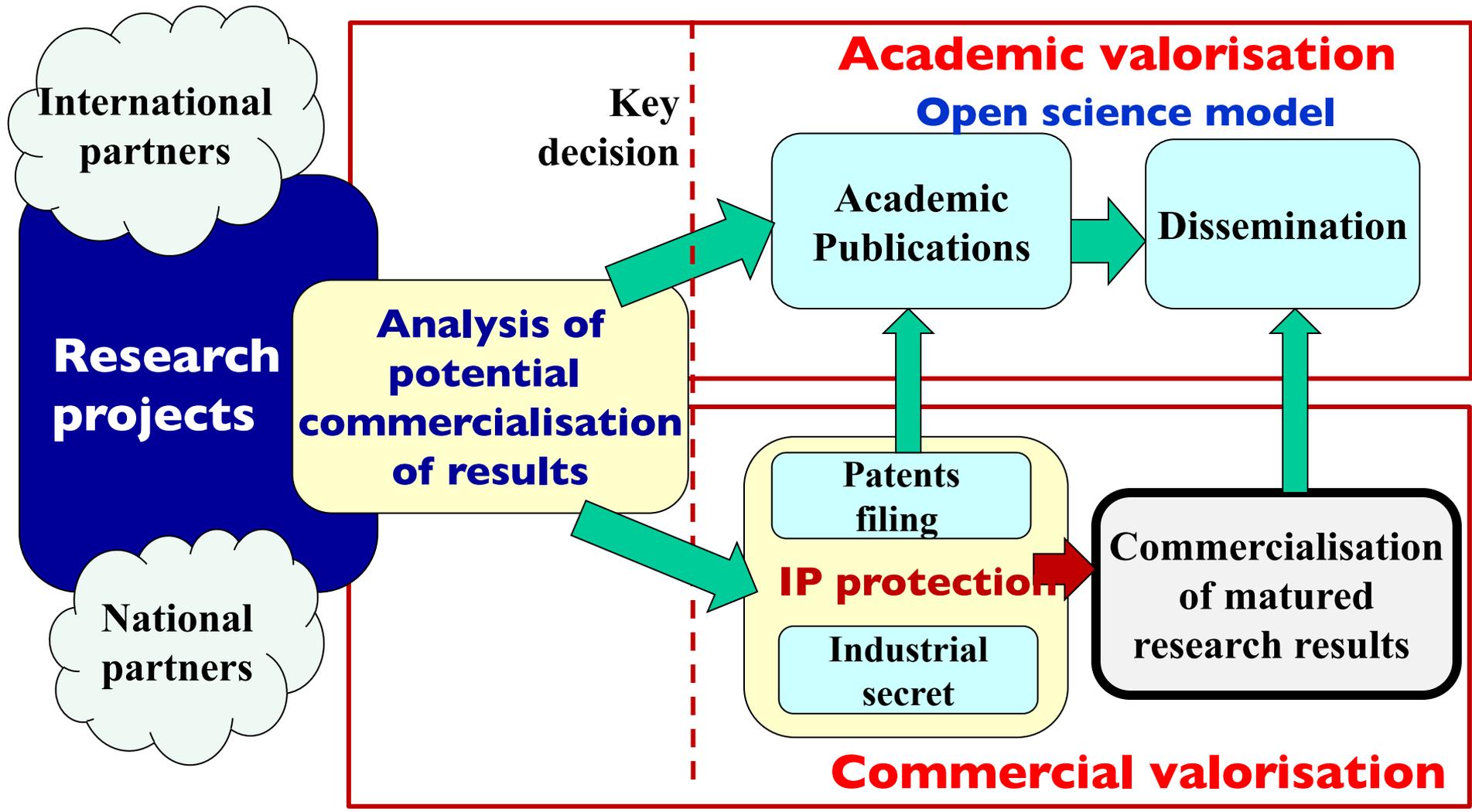
Research projects in universities

- Universities are increasingly pressed from public administrations to assume higher levels of responsibility in the **valorisation of results from research projects funded with public resources**



- What should be the **best strategy** for a given university?
 - International technology markets with partners located everywhere

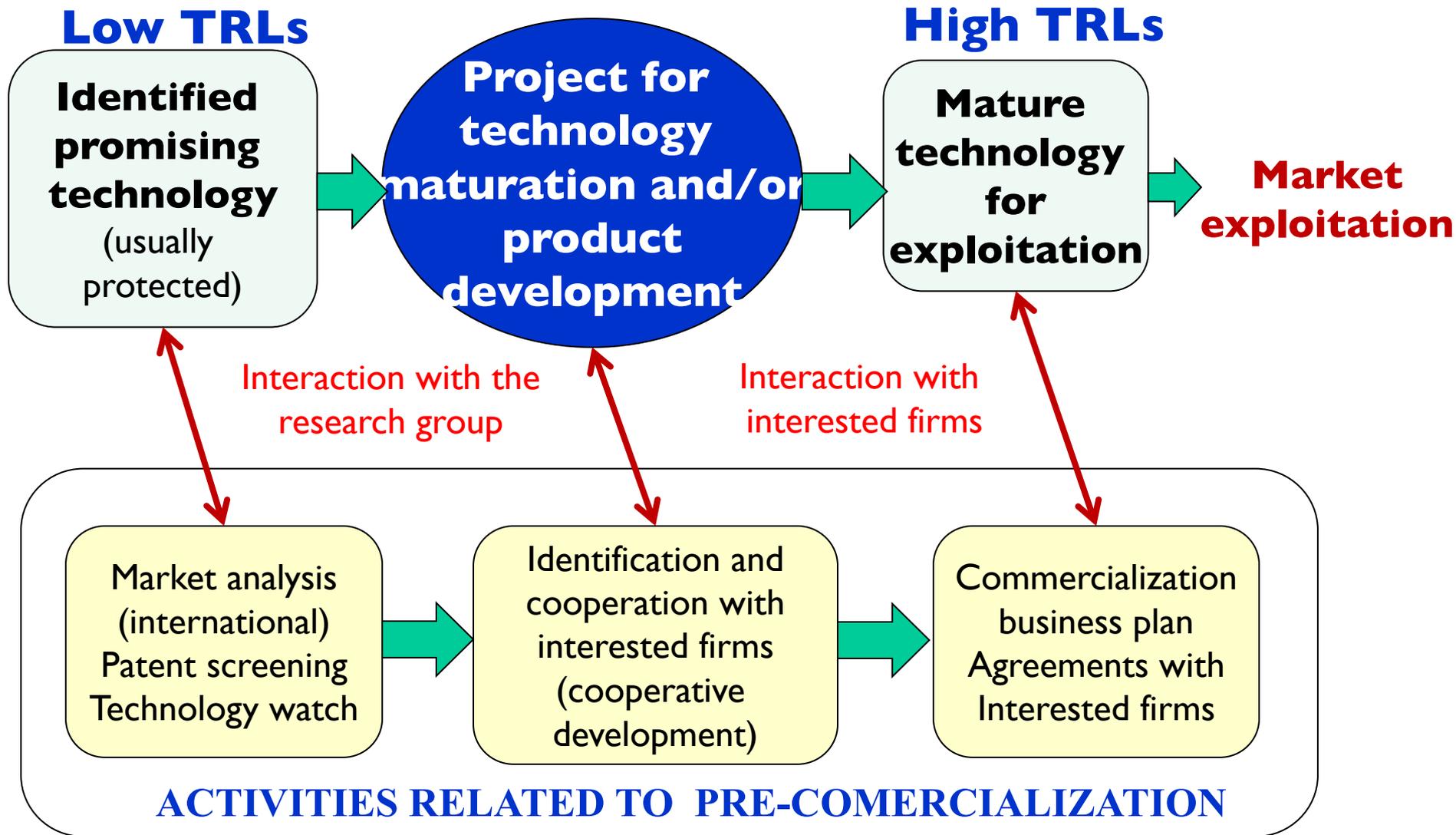
Institutional valorisation



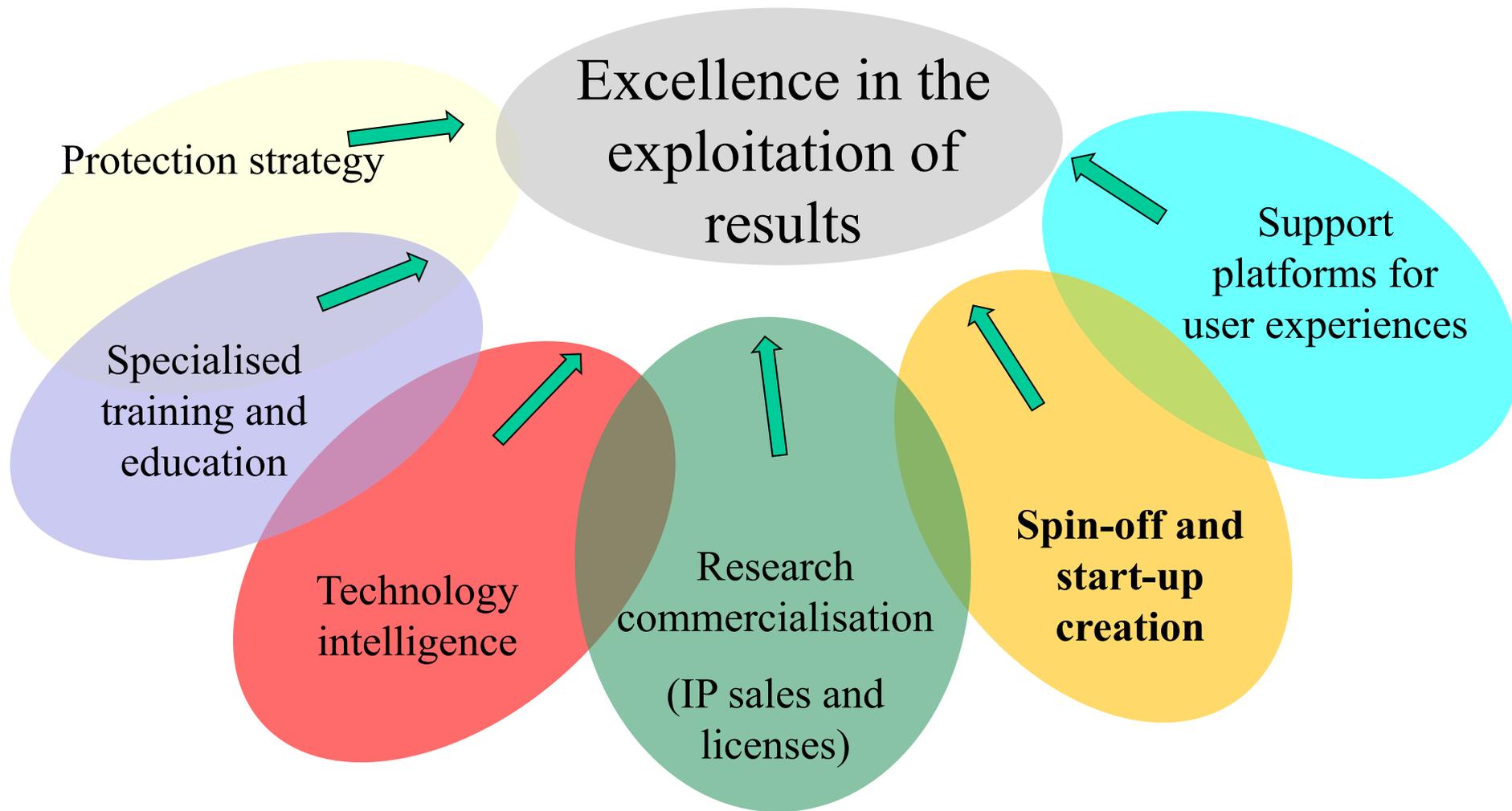
From prototypes to products and services

- The usual results of an applied research project for technology development (when successful) is a **prototype** where concepts and applicability can be tested
- But the experience with prototypes cannot be directly extrapolated to reality:
 - ✓ Limited functionality
 - ✓ Poor performance
 - ✓ Lack of scalability (e.g. large volume of data or users)
 - ✓ Reduced feedback from users
- It is necessary to create (stable) prototypes in large-scale validation processes and demonstrators

“Proof of concept”

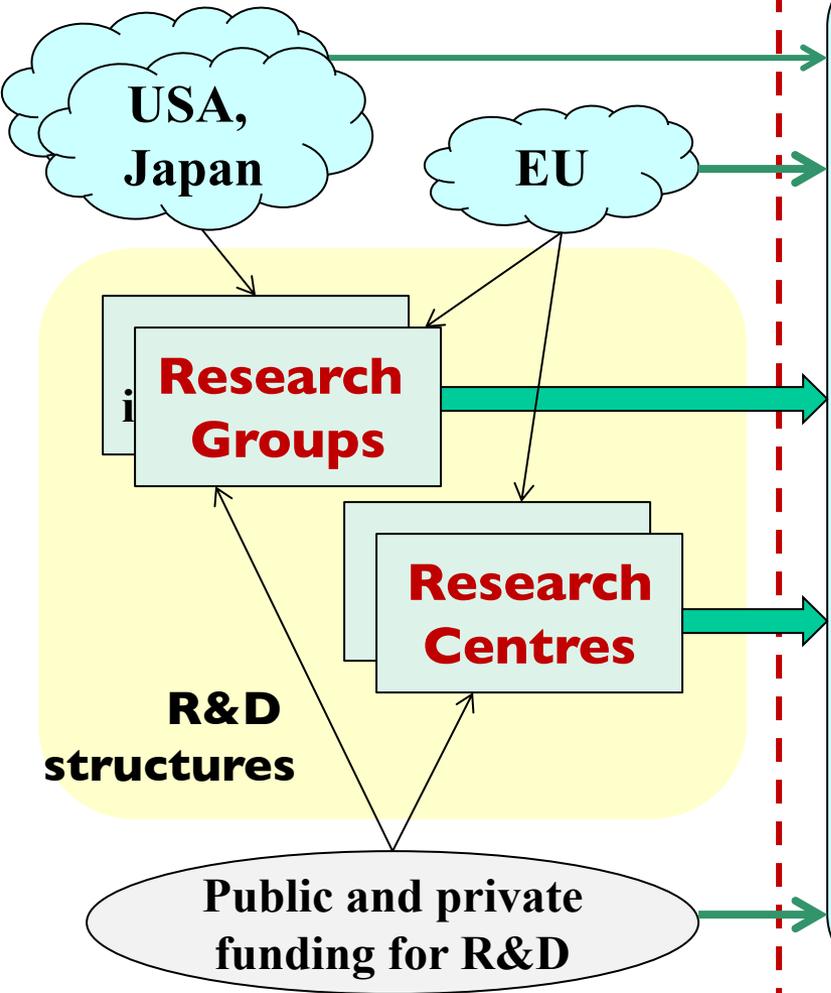


Support areas to exploit knowledge from R&D



Internal structures for knowledge exploitation

Technology providers



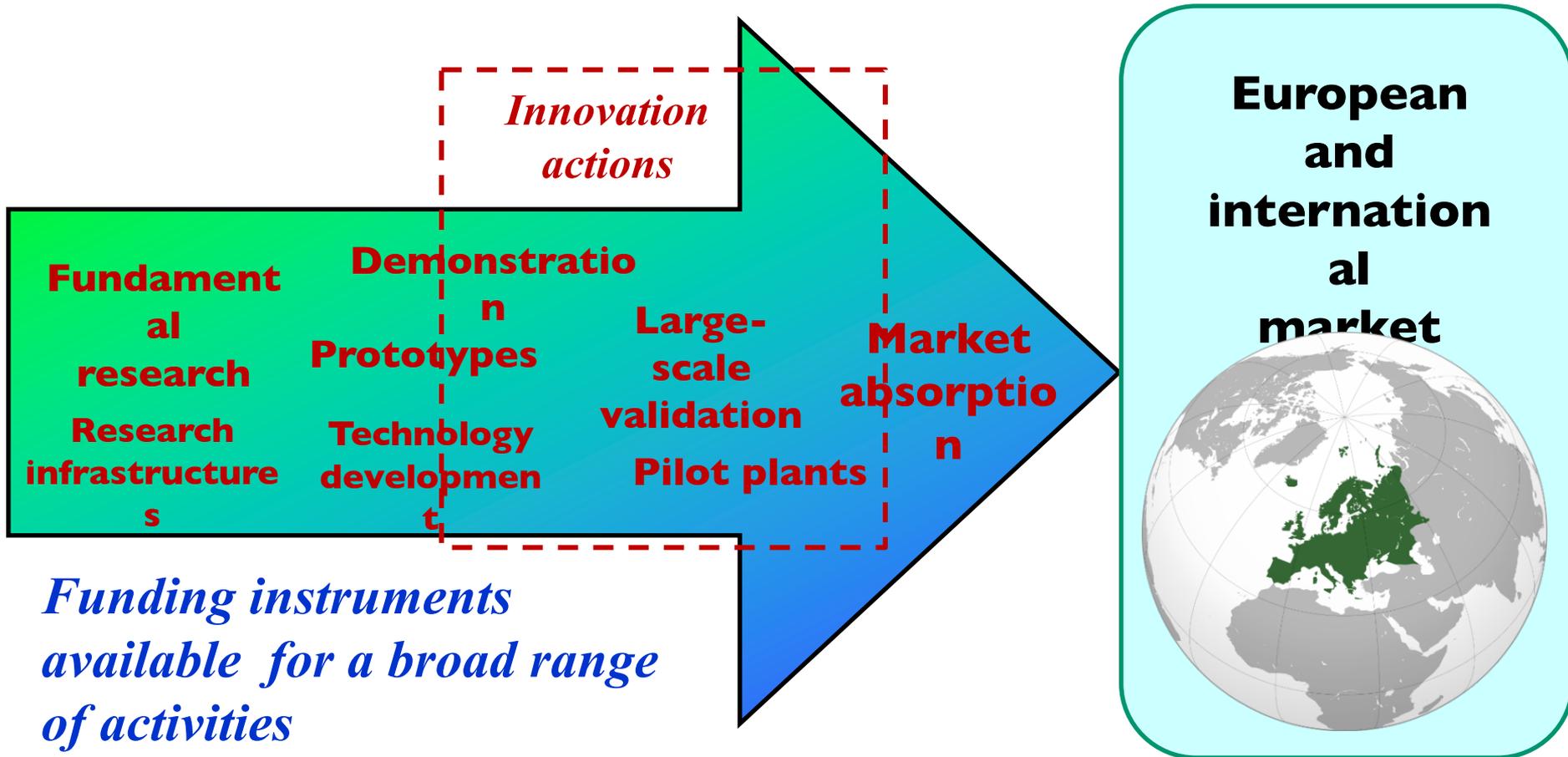
Evolution of internal structures in public universities
(from extended functionality of OTTs to innovation centres or external entities)

Knowledge exploitation

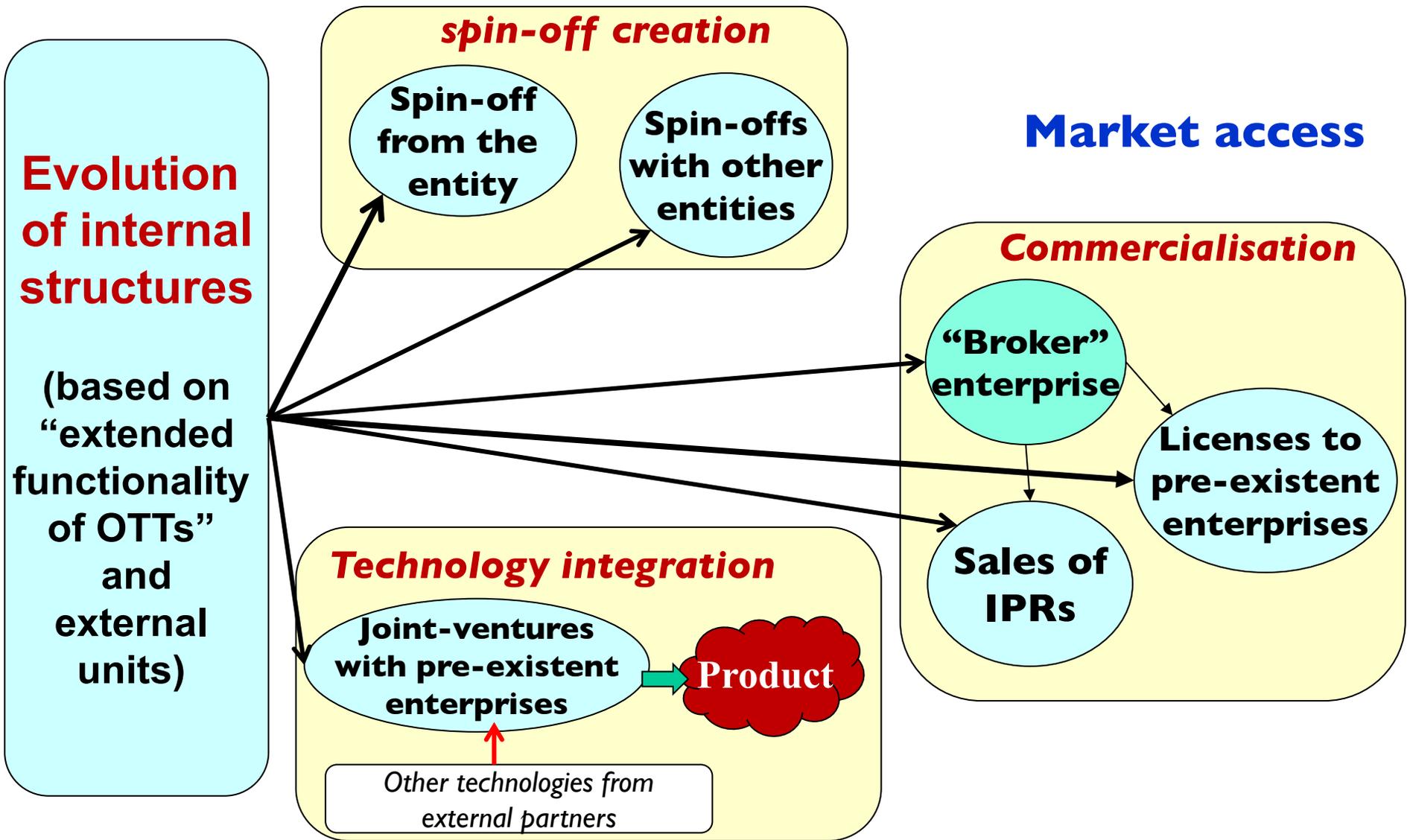
Several ways of knowledge exploitation are possible depending on the **source of funding** and the **ownership** of research results

“From the idea to the market”

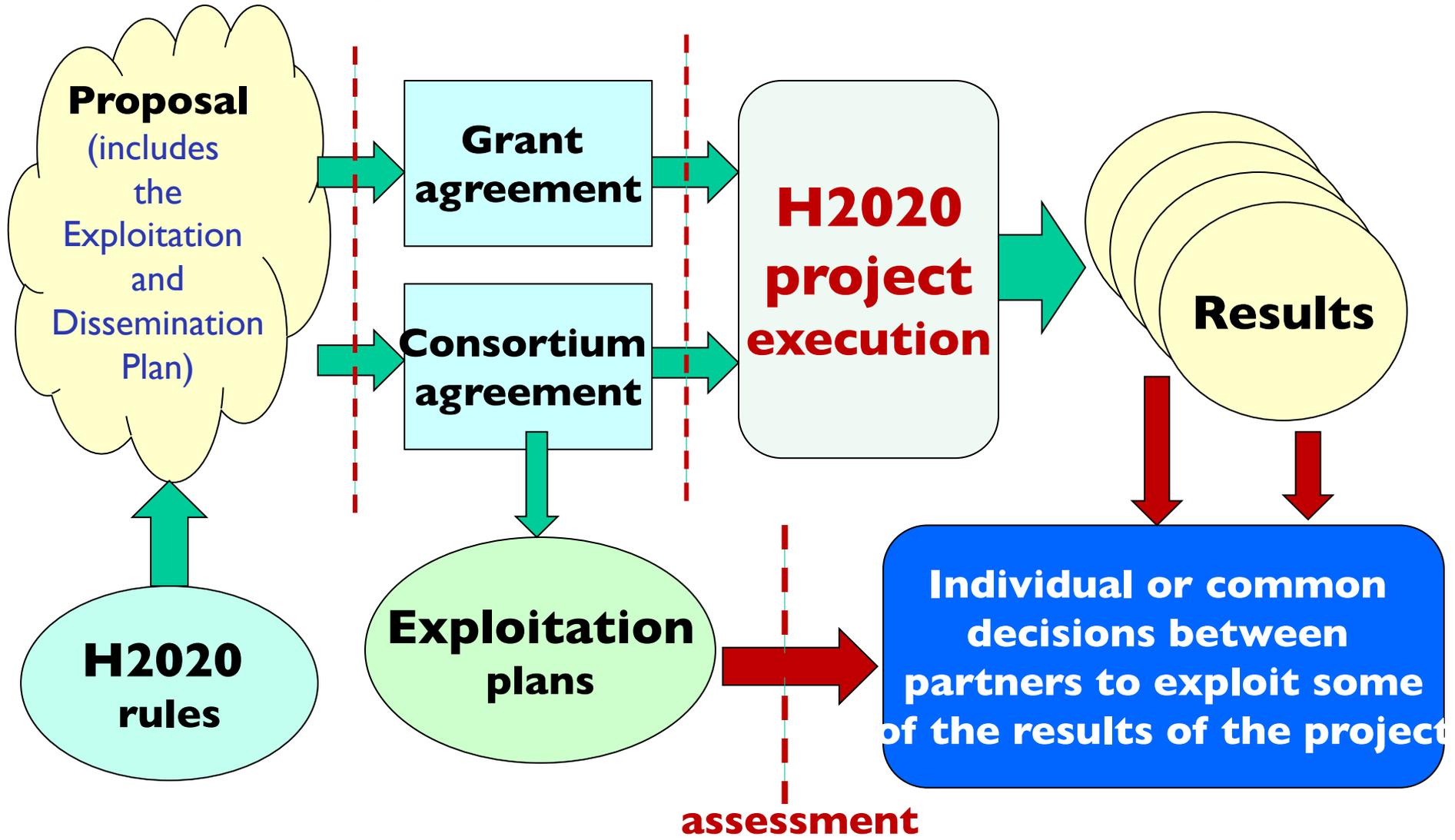
Ambitious goal of H2020 which implies strong commitments from all participating stakeholder to become a reality



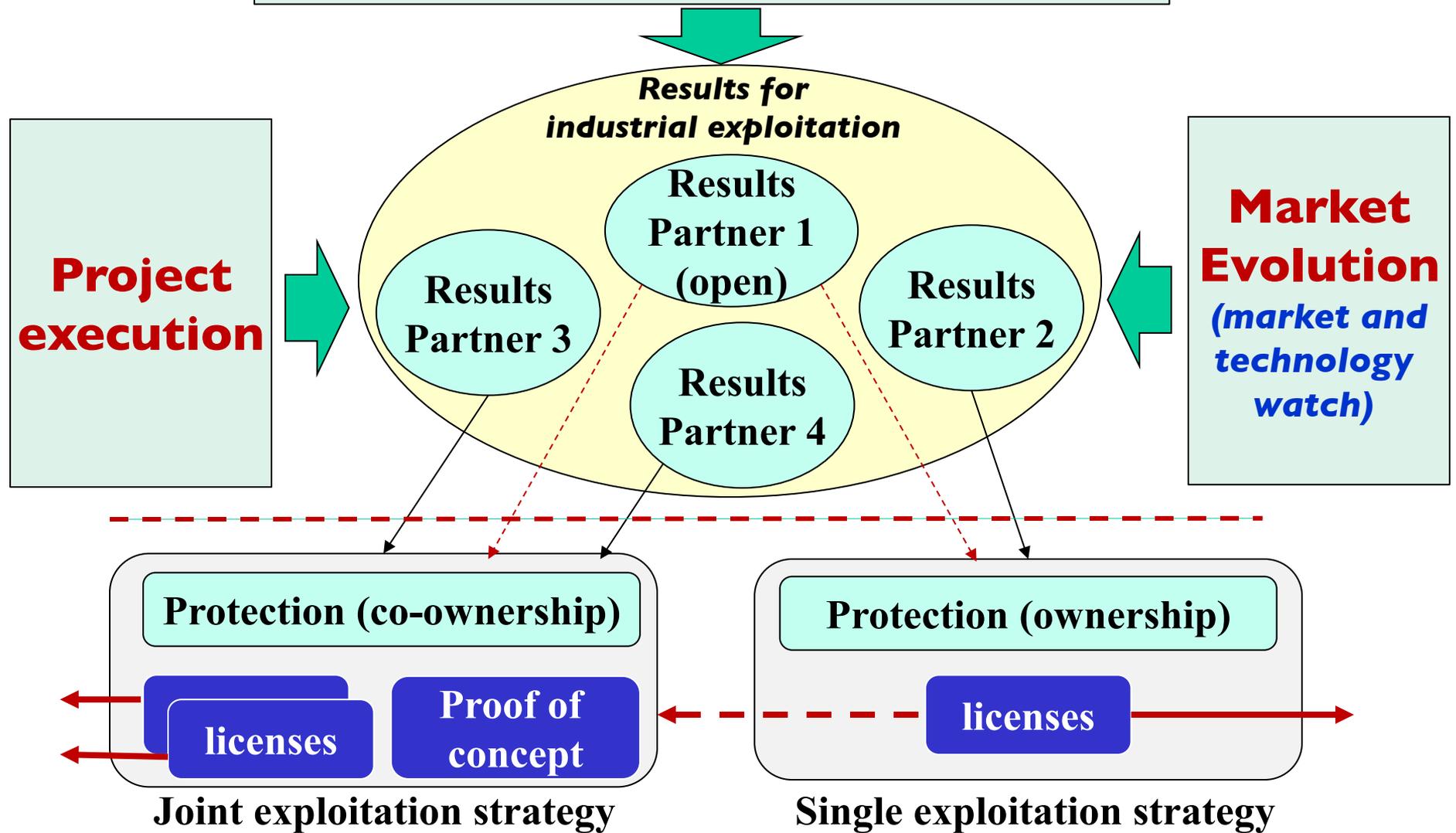
Strategies for knowledge exploitation



evaluation



Dissemination and exploitation plan



- To define an **innovation strategy** became a fundamental goal for technical universities
 - When a large percentage of activities is related to “applied research” should be part of the institutional goals
- Usually, results are **immature prototypes**
 - The development of “**proof of concepts**” is a key activity to be able to exploit the results
- There are many **complementary ways** to hit the international market:
 - spin-off, licensing or joint ventures with other partners
- H2020 tries to offer a seamless support **from the idea to the market**
 - Exploitation and dissemination plans

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PRIORIDADES Y ESTRATEGIAS

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