



## Blueprints - Open innovation marketplace

### University – Industry Interaction Mechanisms 2.0

# Open Innovation Marketplace for Universities to facilitate direct connections between University researchers and external partners



## PROEJCT TEAM – OPEN INNOVATION MARKETPLACE

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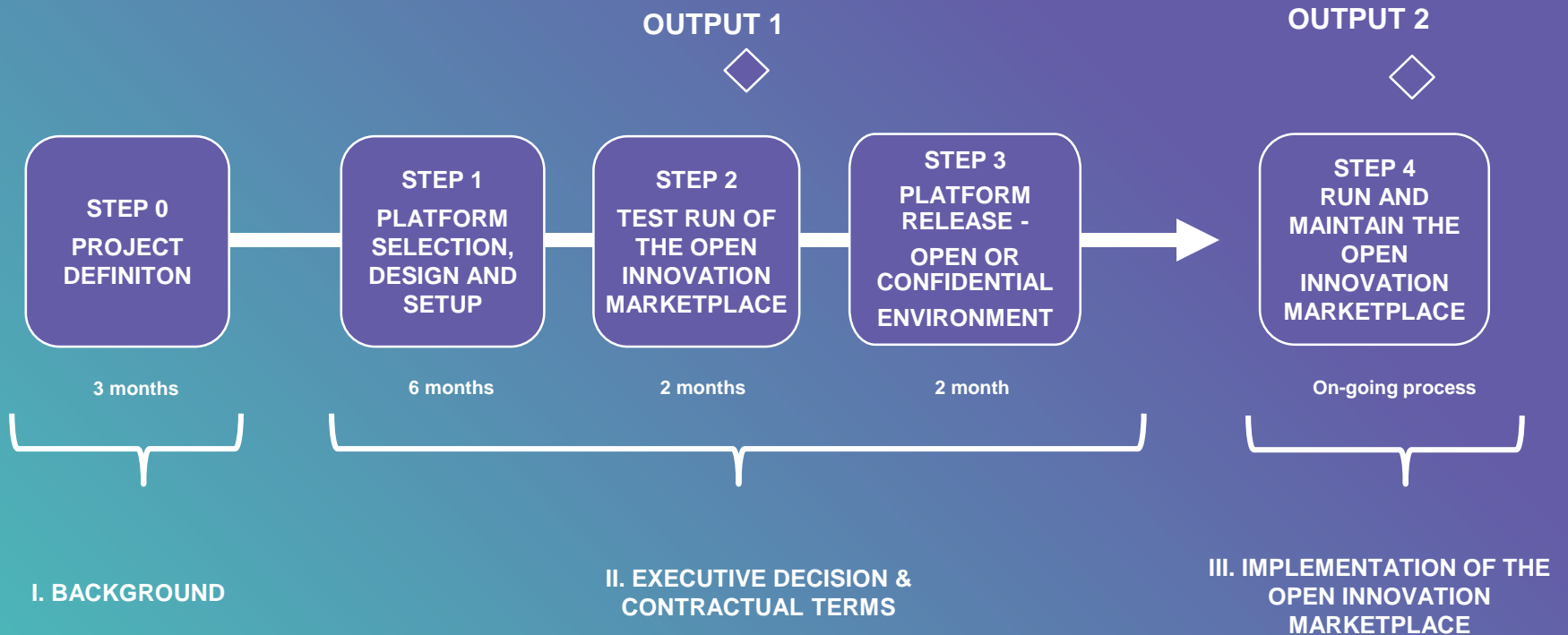
# Open Innovation Marketplace<sub>(Definition)</sub>

An **online university Open Innovation Marketplace (OIMP)** is a technology-transfer-oriented online platform, facilitating **direct connections between university researchers and trusted external partners.**

If successfully implemented, university and industry can connect with new partners around the globe for their innovation and research projects, get **unique online collaboration opportunities** and **share knowledge** about technologies with **guaranteed protection of their intellectual property and confidentiality.**

*Pilot 3.7 is focusing on the design and development of a process to implement an **OIMP at TU Darmstadt for technology transfer**, to facilitate direct connections between university researchers, research groups and external partners (the Industry, RTOs, SMEs and Startups).*

## Process overview



## STEP 0

### Project definition

- Align the objectives & actors' roles.
- All actors believe that collaboration in R&D mostly happens between trusted partners.
- Actors want to create a process backed by an open innovation platform to share innovations with external stakeholders and easily make trustworthy contacts, encouraging them to join R&D projects.
- Set up platform requirements and functionalities.
- KPIs and user satisfaction questionnaire definition (e.g. number of technology calls and technology offers posted, time to first response, number of platform members, etc.).

#### CHALLENGES & TIPS



- Actors' goals and objectives alignment.
- Competing goals between the actors; reach out consensus on how to operate the OIMP and the engagement level.
- Active communication between partners.
- Compromises; actors' active involvement.

#### MAIN ACTORS

- Technology transfer office
- University's core external stakeholders
- Platform provider & IT support

#### ENABLING ELEMENTS

- Webex
- Telephone calls
- Regular e-mails
- f2f meetings

#### TIMEFRAME

3 months

STEP 0

STEP 1

STEP 2

STEP 3

STEP 4

STEP 1

# Open Innovation Platform selection, design approval and setup

- Open Innovation Platform selection and setup of the platform by technology transfer office and platform provider.
- Draft design of Open Innovation platform and platform demo for all actors.
- Agree on how to invite users to the platform and formulate an invitation text by technology transfer office.
- Choose a person from the University to be trained as a platform administrator.
- Harmonise the platform’s design and features with the University’s corporate design and research output management needs.
- Select and prepare initial content (technology offers and innovation needs) to be presented to platform users.

MAIN ACTORS

- Platform provider and IT support
- Technology transfer office
- University’s core external stakeholders
- Platform administrator

ENABLING ELEMENTS

- Webex
- Telephone calls
- Regular e-mails
- OI platforms market research
- f2f meetings

TIMEFRAME

6 months

CHALLENGES & TIPS



- Clear message to researchers’ community about the OI Marketplace benefits (R&D funding, collaboration opportunities with the industry, showcase your R&D output,..).
- Align OIMP features to University research output information management needs.
- Reliable server to host the OI Marketplace.
- Responsibilities and milestones .

STEP 0

STEP 1

STEP 2

STEP 3

STEP 4

STEP 2

Test run of the Open Innovation Marketplace (OIMP)

- Invite actors to join the OIMP.
- Post initial content for testing the platform (technology offers and innovation needs).
- Monitor matchmaking process and analyse matchmaking results.
- KPIs and users questionnaire analysis.
- Decision on confidential or open environment for information exchange among OIMP users.

Output 1:

Results of the KPIs.

Results of the questionnaire (user satisfaction).

Report on OI Marketplace implementation process, recommendations, DOs and DON'Ts, new platforms requirements.

MAIN ACTORS

- Platform provider and IT support
- Technology transfer office
- University's core external stakeholders
- Platform administrator
- Research groups

ENABLING ELEMENTS

- Email alerts to OI platform users on new postings
- Chat messages from platform users
- Webex
- Regular e-mails
- KPIs dashboard & questionnaire

TIMEFRAME

2 months

CHALLENGES & TIPS



- Quality and quantity of technology calls and offers.
- Active support of the OIMP by the platform provider and the administrator (e.g. invitations, new technology offers).
- Handling of confidentiality and intellectual property issues.
- Activating partners to provide technology offers/calls.

## STEP 3

### Platform release

- Agree on how to invite users to the platform and formulate an invitation text.
- Invite research groups, individual researchers and external industry, RTOs and other stakeholder partners to join the Open Innovation Marketplace.
- Organise a workshop to present the features and capabilities of the new Open Innovation Marketplace.
- Help users who have difficulties in using the Open Innovation Marketplace.

#### CHALLENGES & TIPS



- Write the invitation messages in the language spoken at your university. Avoid spam type mail.
- Keep the invitation message short and simple.
- Try to adopt an existing community in order to have the “critical mass” of users right from the start.

#### MAIN ACTORS

- Research groups
- Science manager and Innovation manager from Industry, RTOs and other external stakeholders
- OIMP administrator

#### ENABLING ELEMENTS

- Invites send by OIMP administrator
- Workshop to research groups
- Help center
- Information desk e-Mail

#### TIMEFRAME

2 months

STEP 0

STEP 1

STEP 2

STEP 3

STEP 4



STEP 4

Run and maintain the OI platform

- Evaluate user satisfaction and adapt the platform.
- Benchmark analysis.
- Review of technology offers and calls based on KPIs during step 4 to identify areas of improvement.

**Output 2:**

Results of the KPIs.

Results of the questionnaire (user satisfaction).

Report on OI platform implementation process, recommendations, DOs and DON'Ts.

Full operative OI platform.

MAIN ACTORS

- Research groups
- Science manager and Innovation manager from Industry, RTOs and other external stakeholders
- OIMP administrator
- OIMP provider

ENABLING ELEMENTS

- Email alerts to OIMP users on new postings
- Chat messages from OIMP users
- Webex
- E-mail
- Questionnaire

TIMEFRAME

As long as the OIMP is used

CHALLENGES & TIPS



- Quality and quantity of technology calls and offers control
- Critical mass on technology offers and calls.
- Good user experience/ user satisfaction (reaction time, established cooperation).
- Active support of the platform by the operator (e.g. invitations, new technology offers).
- Connect the OIMP to already existing online networks to increase flow of content and number users.



## Insights

### CHALLENGES & TIPS

- The volume, accuracy and quality of content created (technology calls and technology offers).
- Handling of confidentiality and intellectual property issues.
- The size and engagement of the Open Innovation Marketplace community.
- Provide SotA OI platform that allows process and framework implementation.
- Ability to engage university researchers to actively participate (content creation, responsiveness, trust, ..).
- Building a legal framework that allows actors to freely operate (e.g. restrict information exchange to non-confidential information only, integration of online NDAs, MTAs, etc.).
- Industry/ SMEs, RTOs, and startups to set-up a clear technology roadmap that can be easily transformed into research and innovation programs.

## Learning points

- **Most important findings**

- The opening of the platform for companies strongly correlated with the confidentiality of the platform environment.
- The first impression of a new online platform determines whether the idea is well-received or not. A well-designed and intuitive user interface needs to be provided.
- From an industrial perspective, the tool could evolve into the best place to identify centres-of-excellence, startups etc., which are currently performing state-of-the-art research and/or developing new concepts that could be converted into real product innovation opportunities.

- **Most important recommendations**

- Distributed postings of technology calls or offers among several people didn't work out. There had to be one person in charge to coordinate the platform activities within the whole organisation.
- The participation of both technology providers and seekers needs to be as wide as possible, (as is the case with any internet-based search and comparison tool; the wider the forum, the more effective the tool). Conversely, restricting participation of either side directly leads to limitations in the effectiveness of the tool.
- Controlling user access to the OIMP under the principle of a “managed community” hampered the motivation of new users to join the OIMP. This was due to delays in gaining access approval from the platform administrator.

## References

- Technology Transfer Program with integrated marketing coaching of researchers and organized pitch events to bring together academic technology providers and industrial companies (<http://www.mttc.org/programs-and-events/platform-program/>)
- The Innovation Policy Platform (IPP), developed by OECD and the World Bank (<https://www.innovationpolicyplatform.org/content/technology-transfer-and-commercialisation>)
- The Market for Open Innovation by Frank Piller and Kathleen Diener [https://www.researchgate.net/publication/324920020\\_The\\_Market\\_for\\_Open\\_Innovation](https://www.researchgate.net/publication/324920020_The_Market_for_Open_Innovation)
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# Impressum



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