



How to achieve impact with your project: best practices

H2020 INFO DAY on ICT 1, FOF 11, ICT 4, FOF 12 & FOF 13
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Dissemination & Exploitation WP Leader

**RLW - Remote Laser Welding Navigator System Navigator
for Eco & Resilient Automotive Factories project**

co-funded under FoF-ICT-2011.7.4

[Digital factories: Manufacturing design and product lifecycle management]



H2020 project's impact

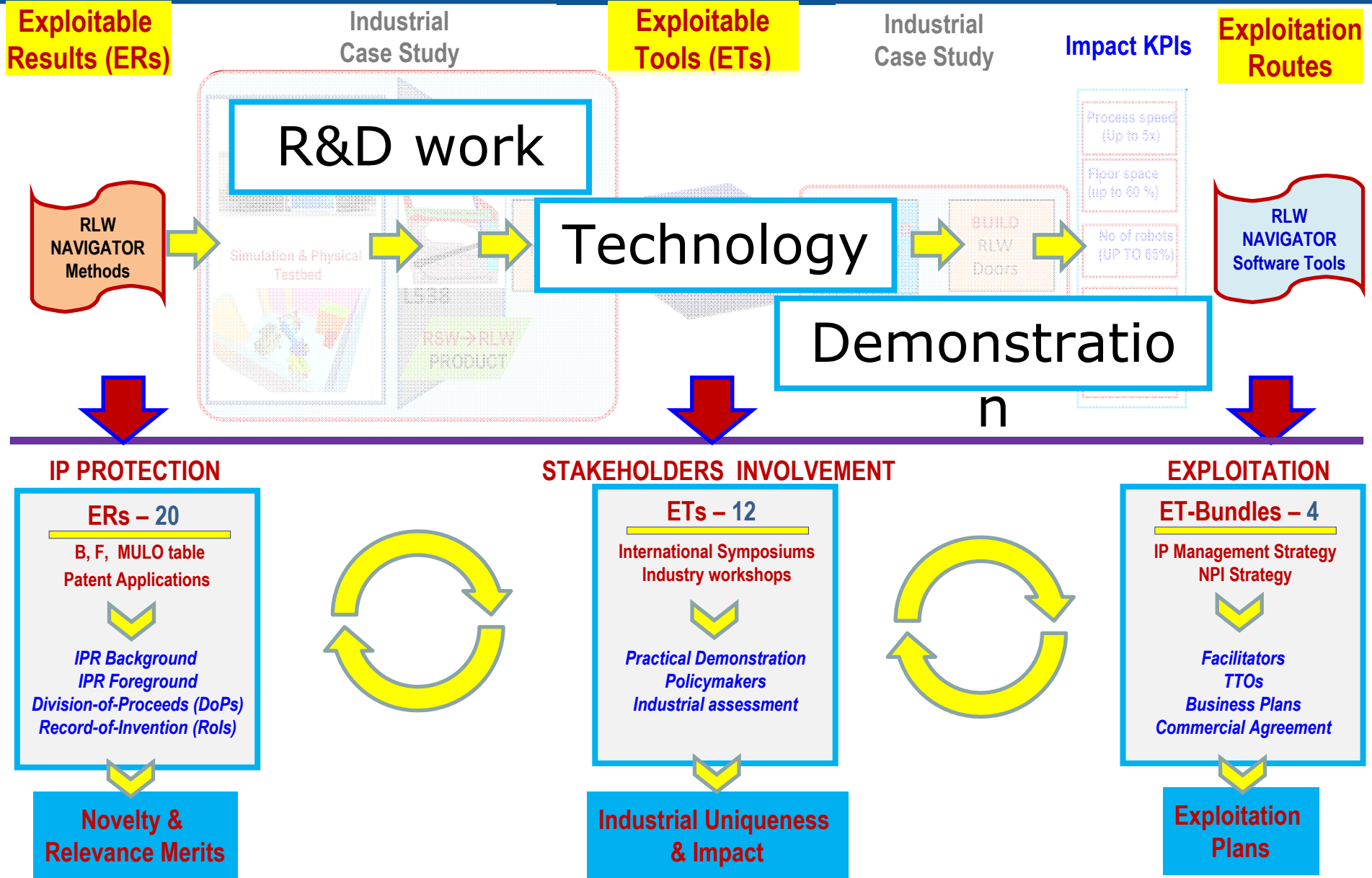
- Main goal: maximization of industrial impact of research result
- Impact is measured against the objectives of the programme
- Proposals should contain an outline business case and industrial exploitation strategy

The road towards impact: Dissemination and Exploitation

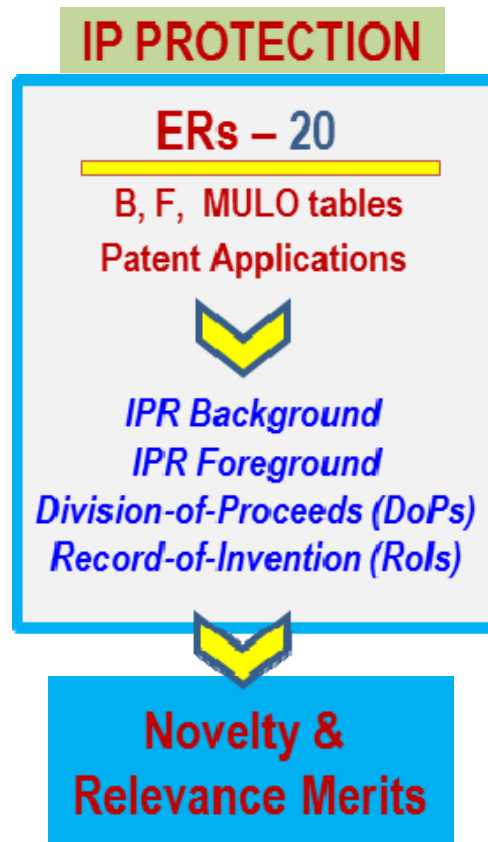
- Identify a clear exploitation strategy in the PUDF
 - Plan for the exploitation and dissemination of the results
- Refine and pursue it throughout the entire lifetime of the project



RLW Navigator: an exploitation strategy best practice



1 – Protecting IP: Exploitable Results



Identify the Exploitable Results ASAP

- **processes, products, methods, services, etc. which are new, improved or less costly**
- **novelty & relevance criteria**

ERs table is not written in stone!

- **Review it throughout the project**
- **ERs may be dropped, subdivided, updated...**
- **Match IP type (patent, copyright etc.) with ER whenever possible**

Dissemination and Exploitation may have conflicting objectives

- **«Publish or perish» VS Patenting**
- **Set up a clear process to manage disclosure of project results**

Going beyond the B, F, MULO table

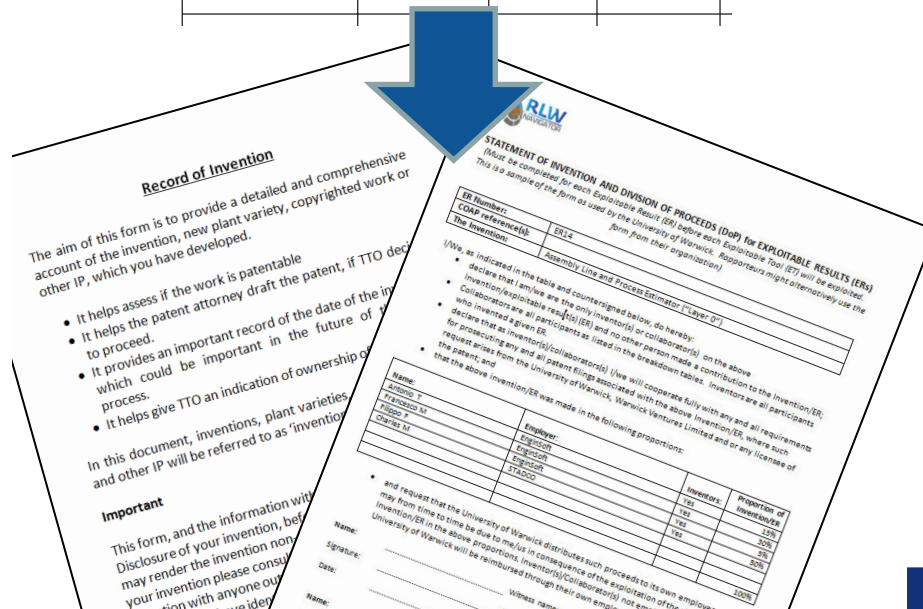
Partner / Exploitable Result (ER)	1 Warwick	2 SZTAKI	3 POLIMI
1	F		B, F, MULO
2			B, F, ULO
3	B, F, UOL		B, F, U

You may need a formal, legally binding description of each ER

- «Record of Invention»

... and a % subdivision of each Result among Partners

- «Division of Proceeds»



Record of Invention
The aim of this form is to provide a detailed and comprehensive account of the invention, new plant variety, copyrighted work or other IP, which you have developed.

- It helps assess if the work is patentable
- It helps the patent attorney draft the patent, if TTO decides to proceed.
- It provides an important record of the date of the invention which could be important in the future of your process.
- It helps give TTO an indication of ownership of the invention.

In this document, inventions, plant varieties and other IP will be referred to as 'invention'.

Important
This form, and the information written on it, must be disclosed to the University of Warwick before you disclose your invention to anyone else. If you have already disclosed your invention to anyone else, you must disclose this to the University of Warwick before you sign this form.

STATEMENT OF INVENTION AND DIVISION OF PROCEEDS (DOP) FOR EXPLOITABLE RESULTS (ERs)
(Must be completed for each Exploitable Result (ER) before each Exploitable Tool (ET) will be exploited. This is a sample of the form as used by the University of Warwick. Reporteurs might alternatively use the form from their organization)

ER Number: _____
COAP reference(s): _____
The Invention: _____
Assembly Line and Process Estimator ("Layer 0")

(We, as indicated in the table and countersigned below, do hereby:

- declare that I am/We are the only inventor(s) or collaborator(s) on the above invention/exploitable result (ER) and no other person made a contribution to the invention/ER;
- Collaborators are all participants as listed in the breakdown table. Inventors are all participants who invented a given ER;
- declare that as inventor(s)/collaborator(s) I/we will cooperate fully with any and all requirements for prosecuting any and all patents filed associated with the above invention/ER, where such request arises from the University of Warwick, Warwick Ventures Limited and/or any licensee of the patent; and
- that the above invention/ER was made in the following proportions:

Name	Employer	Inventors	Proportion of Invention/ER
Antonio T	Engineer	100	100%
Franco M	Engineer	100	100%
Charles M	Engineer	100	100%
Travis M	Engineer	100	100%

and request that the University of Warwick distributes such proceeds to its own employees from time to time be due to me/us in consequence of the exploitation of the invention/ER in the above proportions. Inventor(s)/Collaborator(s) not employed by the University of Warwick will be reimbursed through their own employer.

Name: _____
Signature: _____
Date: _____
Witness name: _____

2 - Involving Stakeholders

STAKEHOLDERS INVOLVEMENT

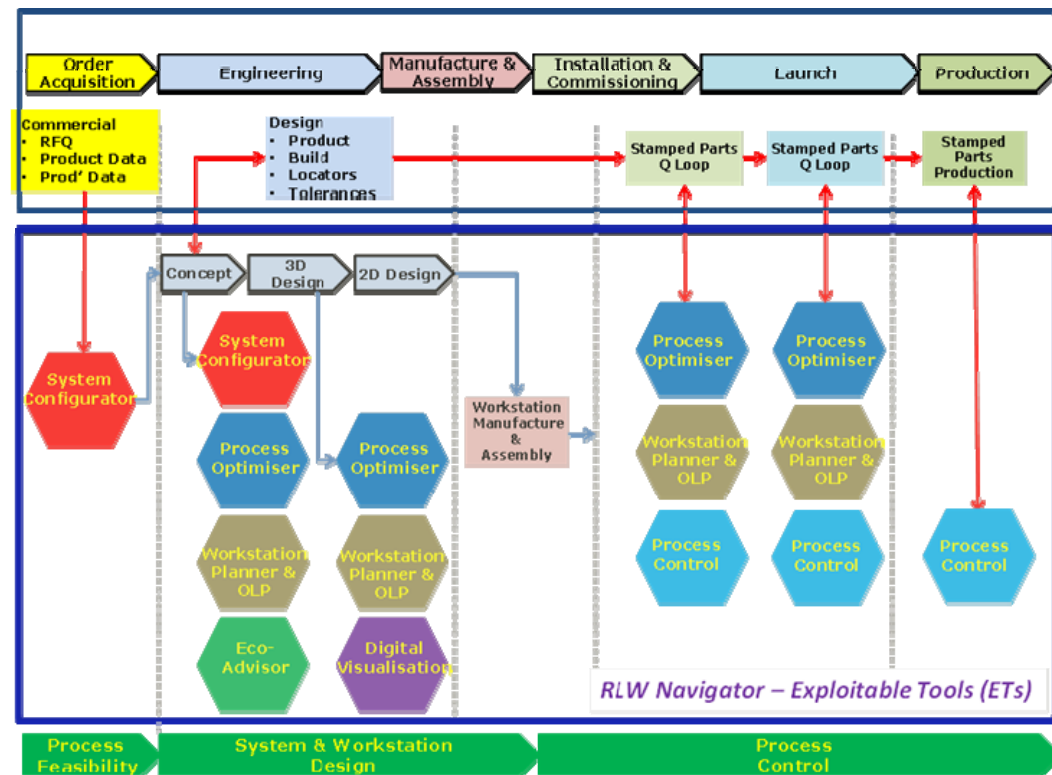


*Aggregate ERs into Industry
Justified Exploitable Tools*

- **Reduce ERs granularity**
- **Solve a specific industry problem from use cases**
- **Target a specific user in the Use Case industrial process**

Expl. Results <-> IP identification and protection
Expl. Tools <-> Specific application to Industry Use Cases

Industry Justified Exploitable Tools

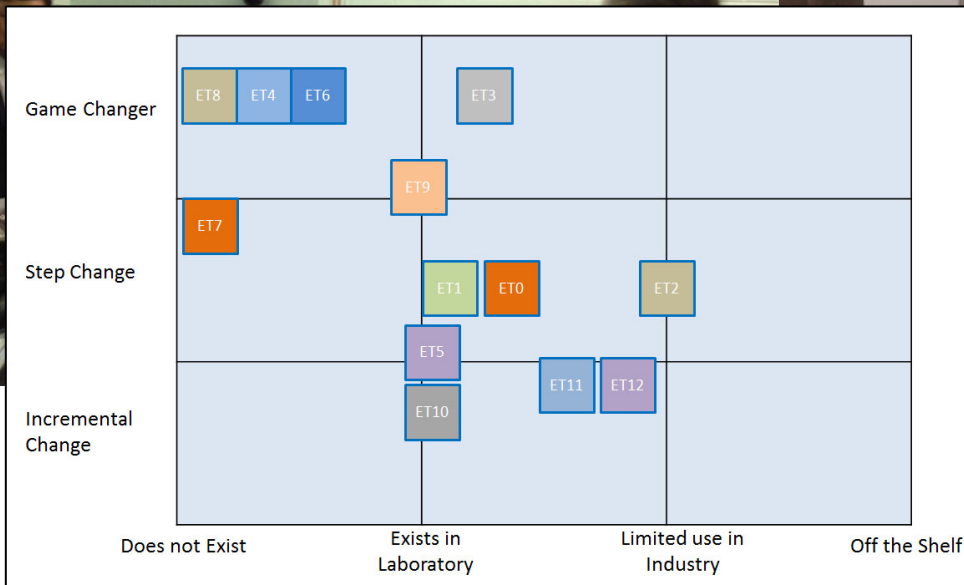


- Who will be using the results? In which industrial process?
 - Integrated platform VS loose integration between separate, industry-justified functional modules

Practical suggestions to effectively involving Stakeholders



Chinese Vice Prime Minister Mr. Ma Kai in the RLW Navigator Demo cell



Create a «demo pack» for each Exploitable Tool

- **Brochure, presentations, videos...**

Set up a demonstration area whenever possible

Organize external workshops for Stakeholders

- **Industry and Policymakers**
- **Do not «talk WPs»**
- **Offer practical demonstrations of results**

Collect structured feedback from industry

3 – Selecting Exploitation Routes



Various options

- **Transfer legal commercial rights or ownership to one Partner / Technology Transfer Organization, that will exploit and pass profits to the Partners contributing the IP**
- **Define a Business Plan (Marketing, Operations, Financials)**
- **Sign a commercial agreement among Partners**
- **Direct exploitation from Partners**
- ...



Some additional suggestions

Successful exploitation requires a strong commitment from all project Partners

Make Dissemination and Exploitation a standing topic in each project meeting

Set up dedicated internal workshops to define, share and refine the Consortium strategy throughout the project lifetime

Involve Innovation Management experts and TTOs early in the process



Acknowledgments and thanks

Acknowledgments for the Exploitation Strategy

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- **RLW Navigator Partners**



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Thank you very much for your attention!



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