

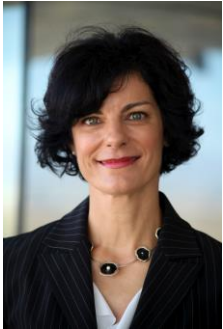
Innovative, Collaborative, Regional:
**Smart Intellectual
Property for a
competitive Europe**
14 November 2019



Making a strategic use of IP



Véronique Willems – SME United



Inge Buffolo – EUIPO



Kirsi Haavisto – DG RTD,
European Commission



Didier Patry – France Brevet



Martin Raditsch – ASTP/ PROTON

Francesca Arra – Italian
Trademark and Patent Office



Background

- **SMEs are the backbone of the EU economy.**
- **IP has long been known as a key driver in innovation and growth.**
- **SMEs who own IPRs have almost 32% higher revenue per employee than those who do not, however large firms are 4 times more likely to own registered IPRs than SMEs.**



Lack of knowledge/information is the main reason why SMEs do not take IPR any measures

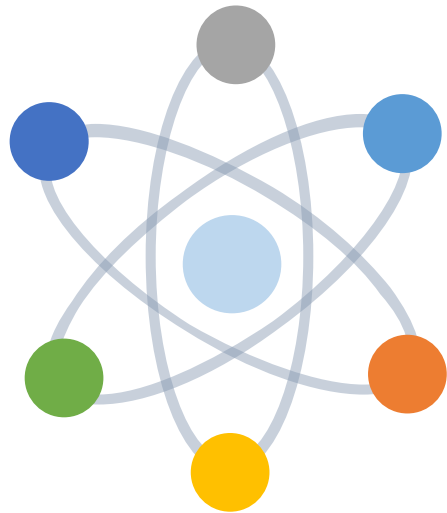
- **A dedicated SME Programme is being set up within the context of the EUIPOs next Strategic Plan SP2025 (implementation in July 2020).**





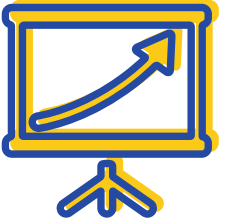
Vision - SME Programme

Empower EU SMEs within the EU and beyond, protecting and enforcing their competitive advantage through IP rights



● *Ecosystem orchestrator*

- Support SMEs in understanding, accessing, using and exploiting the IP system.
- Become an **ecosystem orchestrator** and help connect different players in the SME ecosystem, building on and consolidating what is already available.



Objectives - SME Programme

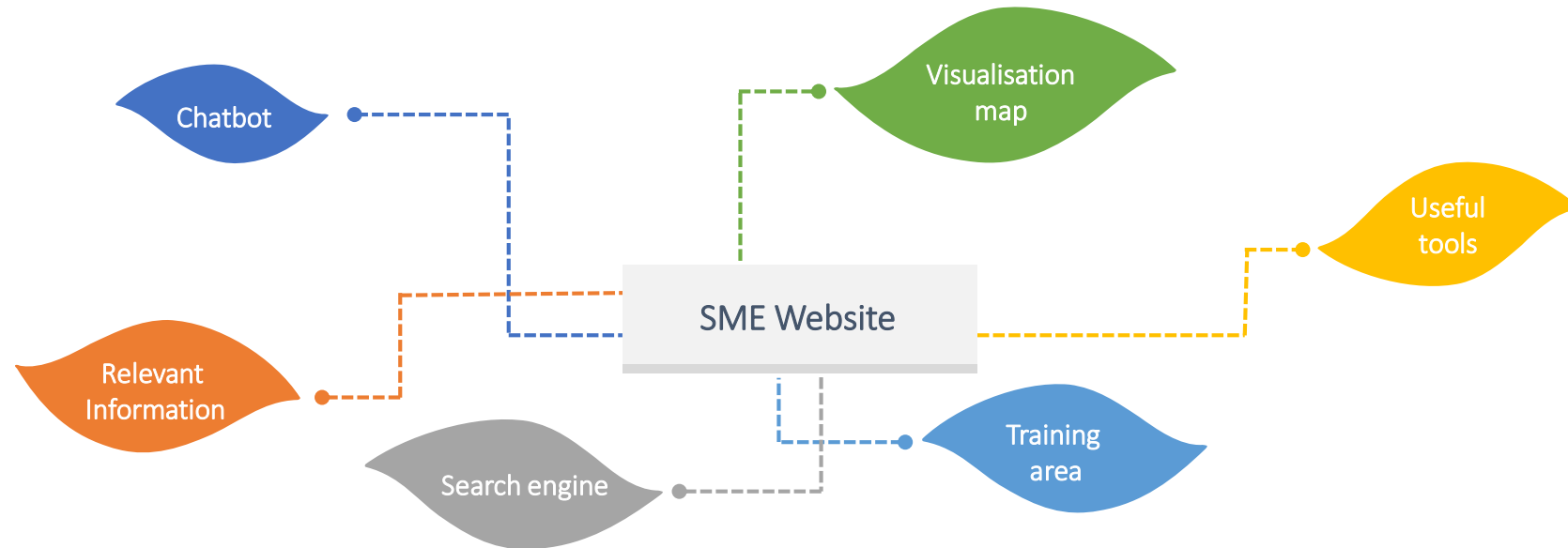


- 1. Improve targeted information to SMEs**
- 2. Support business journey**
- 3. Provide a supportive network**
- 4. Increase successful usage of IP**



Objectives - SME Programme

SME WEBSITE

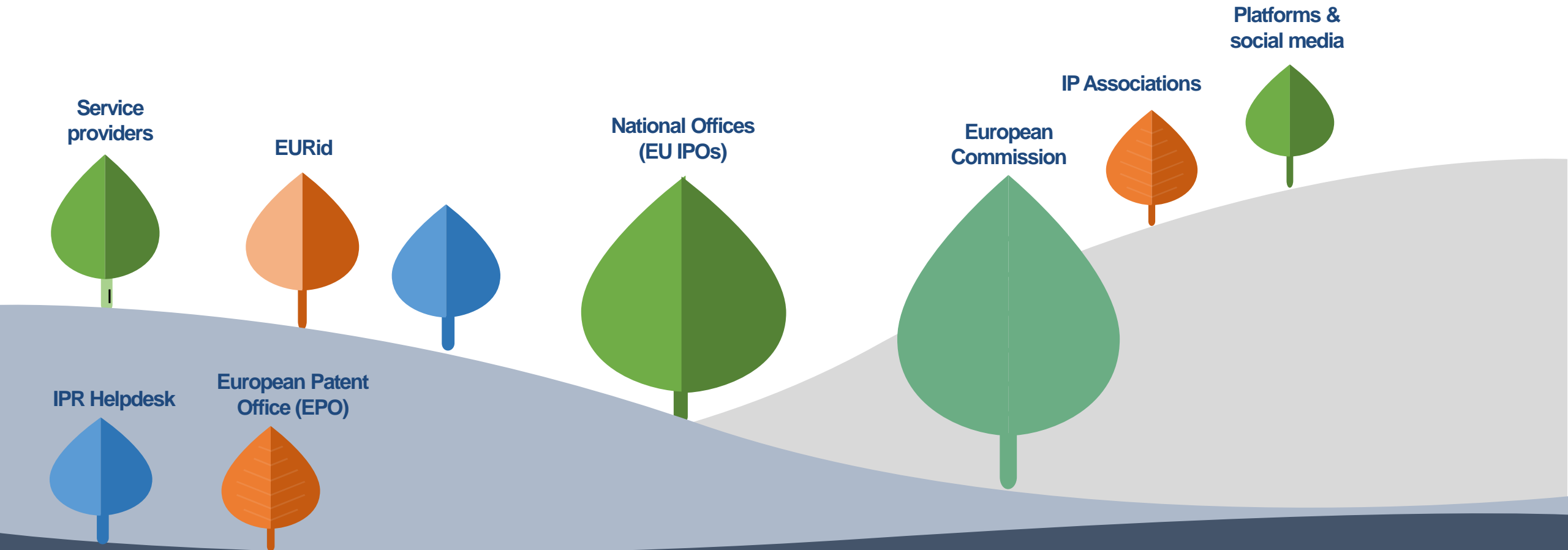


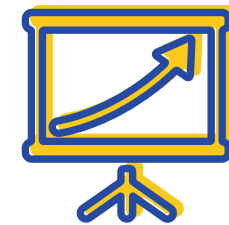
- The SME Website will provide **access to consolidated, simplified, trustworthy and relevant information.**
- An **online guide**, with **state-of-the-art functionalities**, orientating start-ups and entrepreneurs in the **development of their business and IPR matters.**



Objectives - SME Programme

The Programme will see the emergence of a powerful new network with traditional EUIPO counterparts as well as new collaborators.





www.euipo.europa.eu



@EU_IPO



EUIPO

Thank you



Need to focus on IP protection and management already at the R&I stage to mitigate potential future problems before they even materialise.

Appropriate IP management is central for valorisation (e.g. through commercialisation) with a view to creating societal and economic impact.

Ownership and life cycle approach to IP important in Horizon Europe: more emphasis on the exploitation of R&I results, and encouraging exploitation by third parties e.g. through the use of online platforms to make R&I results available to potential users.

Need to ensure a coherent regulatory framework, and seamless set of policies and instruments to protect and manage IP assets in different stages in the IP and operator life cycle: One size does not fit all.

Leveraging IP to gain access to finance



Mika Pukari – iLOQ, Finland



Andreas Dahlen - Apollonian



Marie Asano – Hightech Gründerfonds



Mikko Huuskonen – Innovation and Enterprise Finance Department, Finland



iLOQ mission

We transform
mechanical locking
into digital access
management.

Mechanical locking has a number of practical challenges



iLOQ solves the challenges by transforming mechanical locking into digital access management

Key products and customer segments



Energy harvesting from key movement

iLOQ S10



Residential properties
(excl. single family houses)



Hospitals



Student housing



Offices



Schools and public facilities



Wireless energy from NFC-enabled phone

iLOQ S50



Telecom network services



Water treatment plants



Power production and distribution



Data centers



Property services



Transportation services



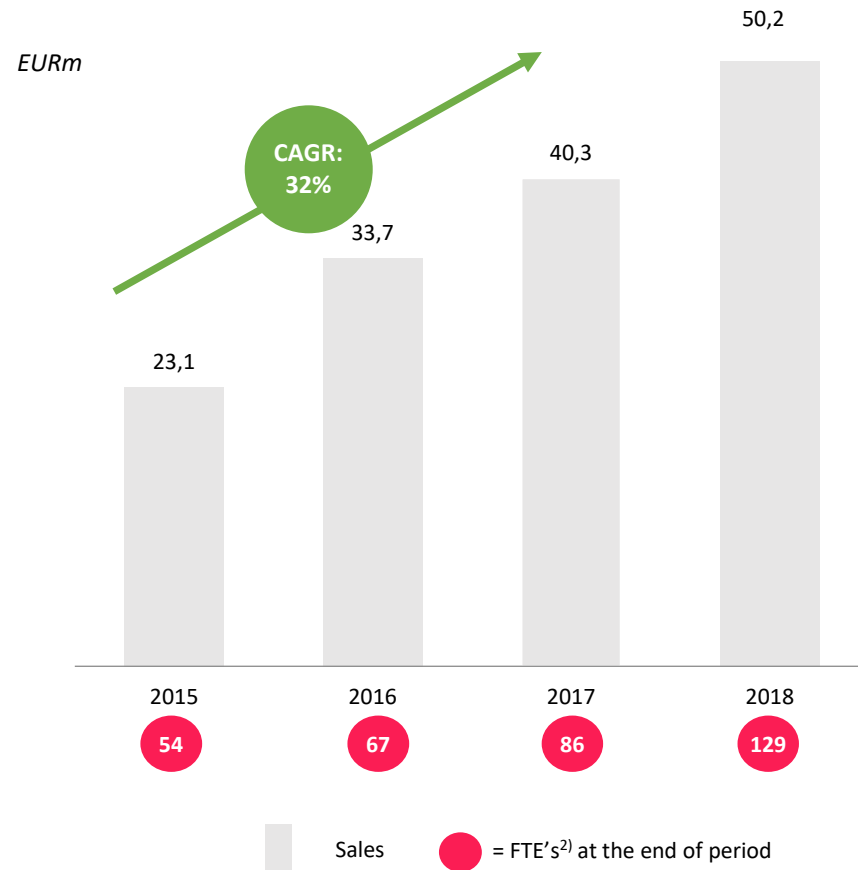
41 Patents in force
18 Patent families



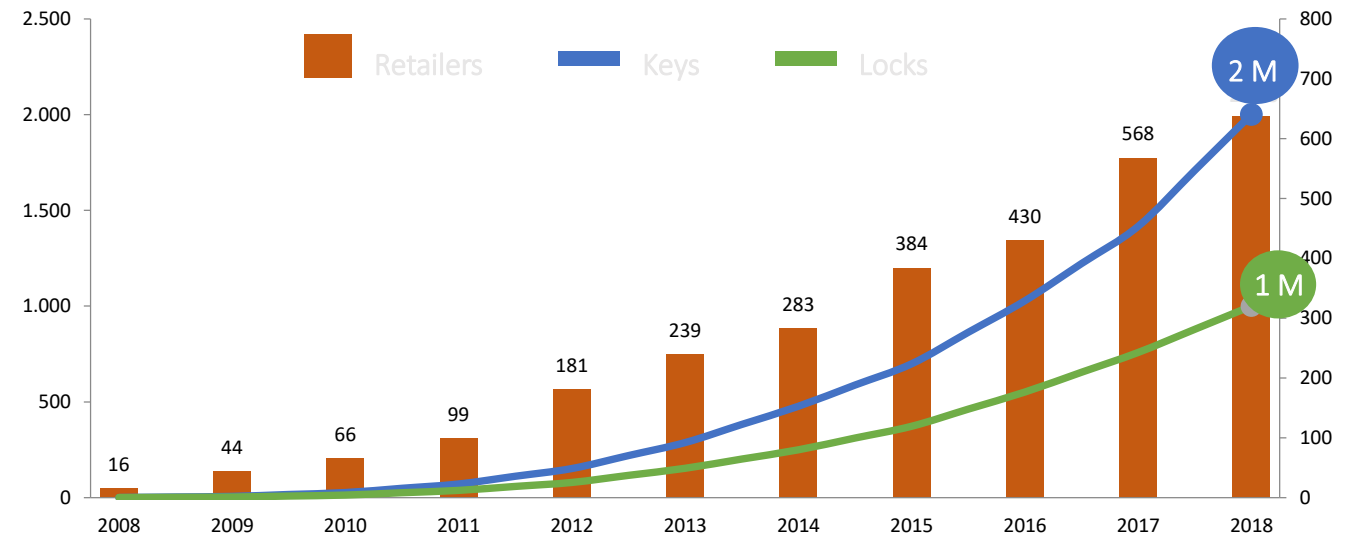
ISO 14001:2015 Environmental certification
ISO 9001:2015 Quality certification

Strong growth journey

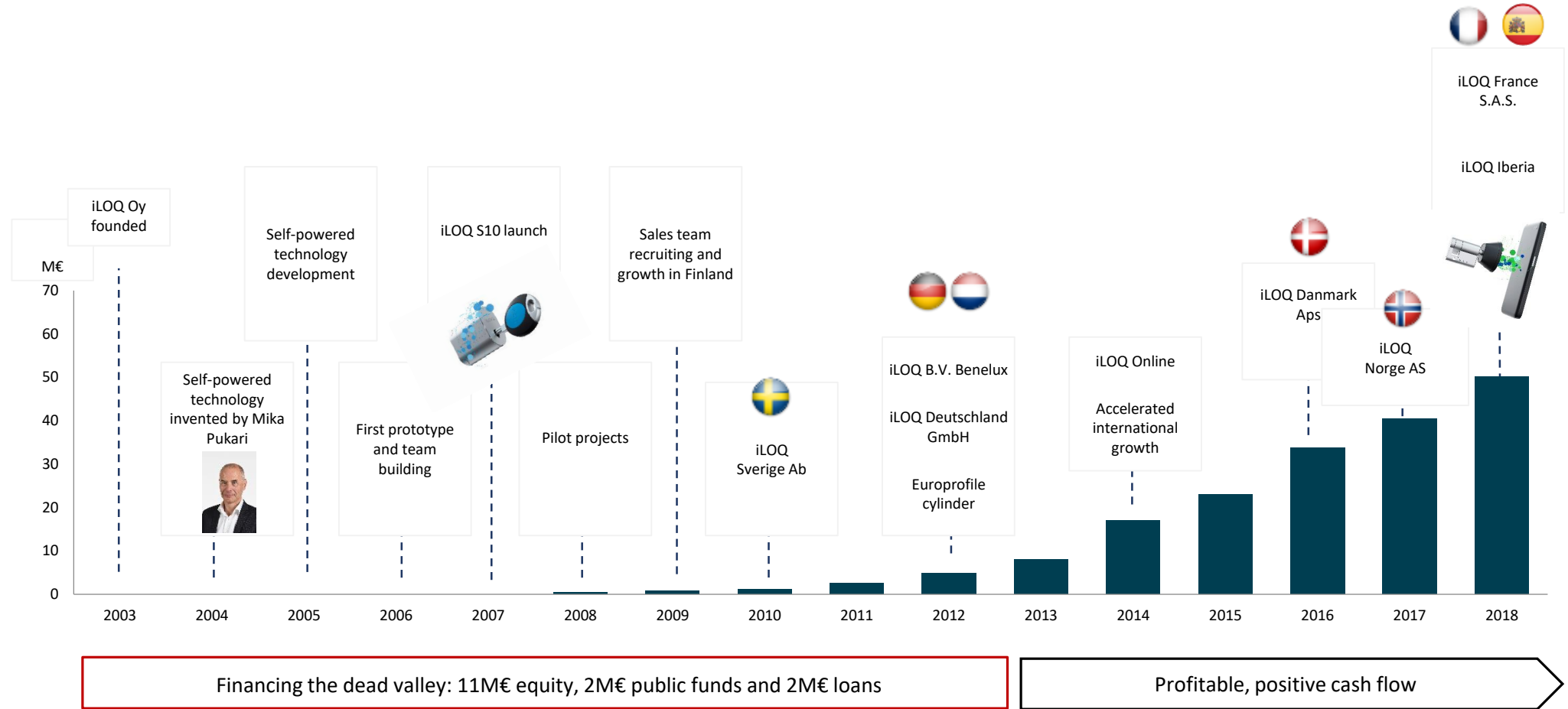
Strong organic sales growth...



Growing retailer network and installed base



Key events in iLOQ's history



iLOQ

Making life accessible

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ANDREAS DAHLEN, Apollonian



HIGH-TECH GRÜNDERFONDS



Short Intro HTGF

Leveraging IP to gain access to finance

November 2019





Idea



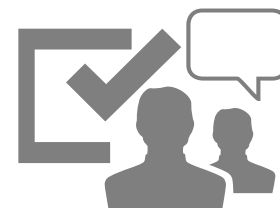
Patent



CEO



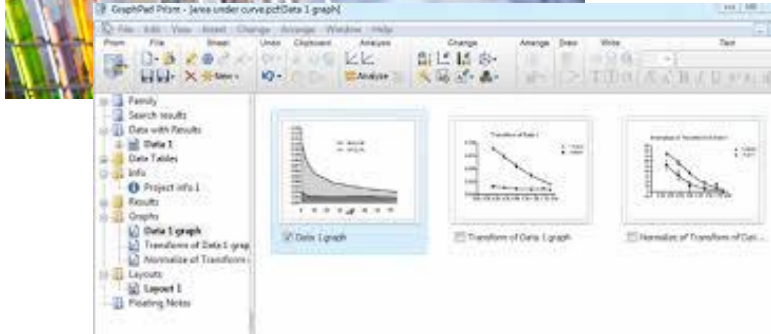
Business Plan



Start-Up

Team

Money



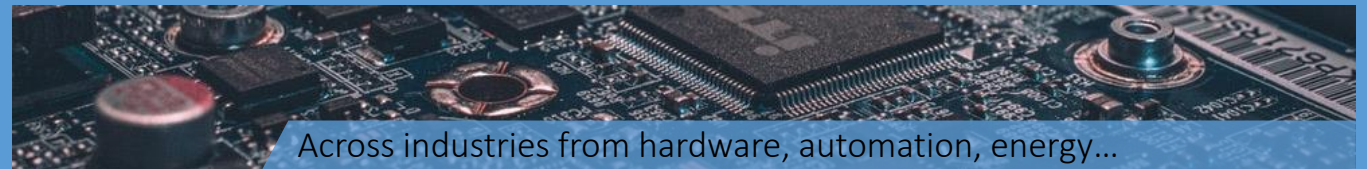
We invest in high-tech startups with strong teams and innovative business models in their seed stage

Who we invest in

Strong teams in seed stage¹

Innovative business models

High-tech startups



¹ Founded not more than three years ago, „small businesses“ according to EU definition based in or with independent branch office in Germany

Key Facts HTGF I, II and III



Investors



Term	6-year investment phase, 7-year divestment phase	
Focus	seed stage (operative start < 1 year)	→ NEW in HTGF III: operative start < 3 Jahre
Investment type	Up to € 2 million per company	→ NEW in HTGF III: Up to € 3 million per company
Value added	Hands-on operational support provided by experts and networks and strategic support from investment managers	

That's exactly what HTGF offers: Seed investments, know-how and a strong network

Capital
for investments

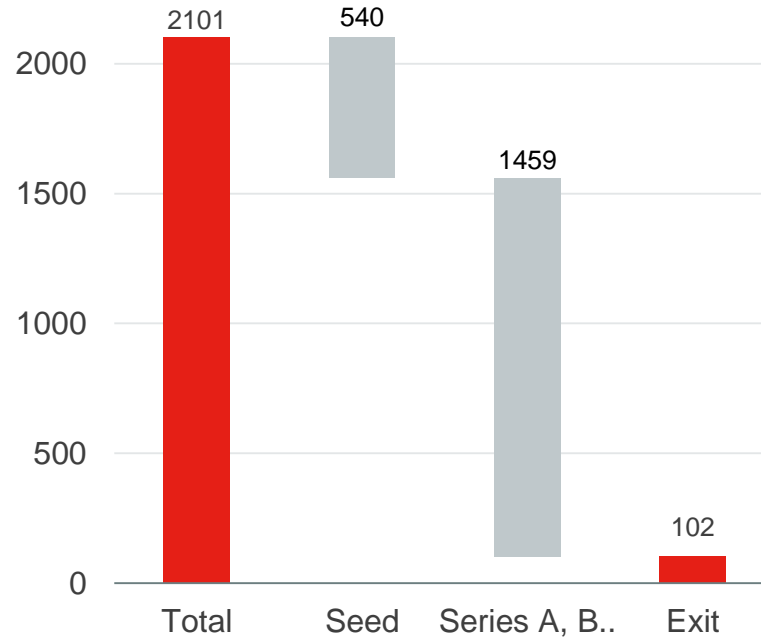


€892.5m
across three funds



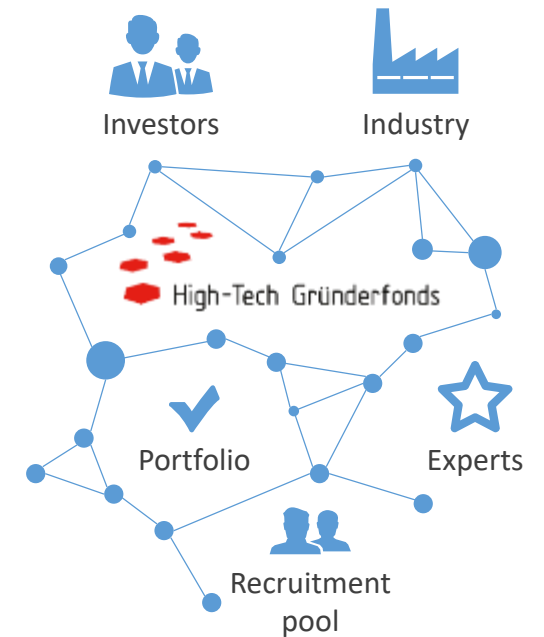
Financing
from the seed phase

Know-how
from >2000 transactions



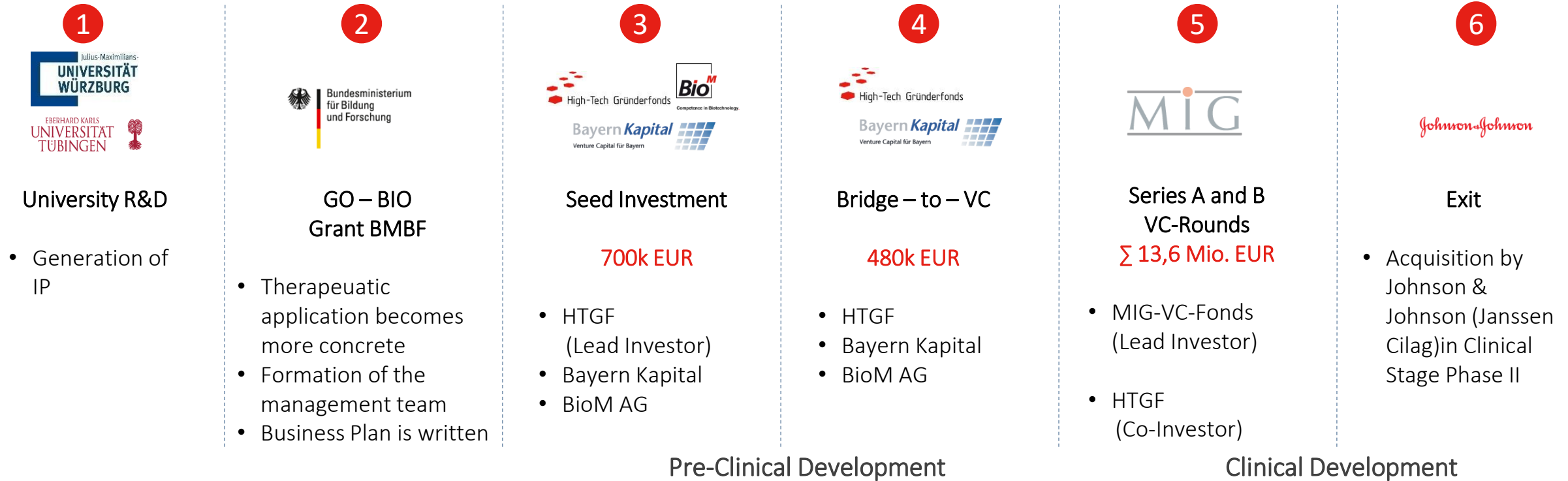
Know-how in
all life cycle phases

Largest active network
in the industry



Full access to
a strong network

Case Study: Corlmmun GmbH – from a University Project to a 100-Mil.-EUR-Exit in 6 Phases



Where do the Founders come from?

Start-Up Type & Origin of Know-How



Spin-Off from Universities or Research Institutes

Our regular „cup-of-tea“



Spin-Out from Industry

What we want to encourage. In other fields not unheard of. *Example: Adivo: MorphoSys, MetisMotion: Siemens*



Self driven (& financed) development of founders.

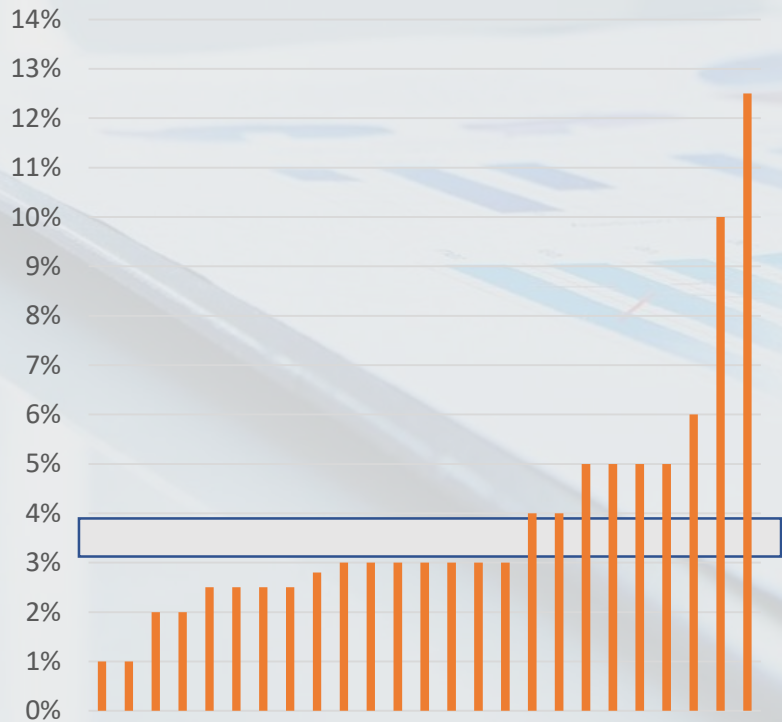
Not so common. Typical Chemistry/ Biotech is very CAPEX intensive.

IP-Ownership & Transfer of Assets

- Direct IP-transfer from institutes or TT-Offices
 - Exclusive licensing agreement ideally with call option (<5%)
 - Partly minority stake held by institutes (<10/25%)
-
- Team & Asset found entity as “free agents”
 - Opportunistic spin-Out process due to strategy change (typical)
 - Active process with team build up, minority stake and CV investment
-
- IP & Assets are owned by founding team
 - IP was filed based on own resources

Case-Studies IP-conditions HTGF: License payments, purchase price and share deals

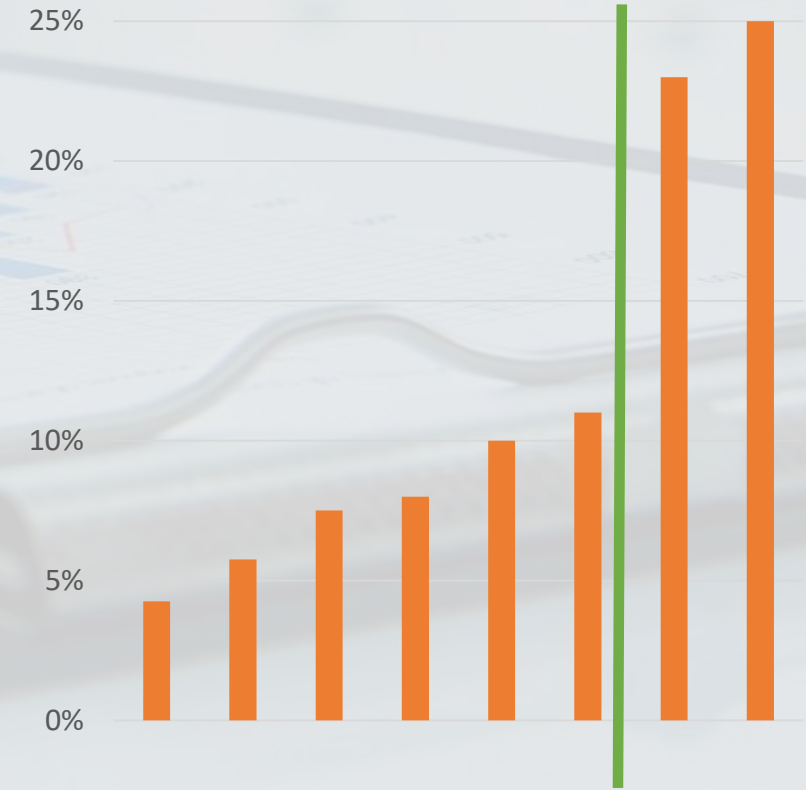
License payments in % of revenue



Purchase price/MS-Payments in TEUR/T\$



Shares University/ Research Institute (at Founding / pre-seed)



Thank you for your attention!

Dr. Marie Asano



Investment Manager

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high-tech-gruenderfonds.de



Using IP in partnerships for innovation



Philippe Borne – INPI, France



Aurelie Roux – Faurecia



Bastian July – Good IP



Alfred Radauer – Technopolis Group



A differentiating ecosystem to accelerate innovation

€1.1bn
in R&D

€188m
invested in innovation
CAGR 20% 2016-2018

403
first-filing patents
in 2018
Up 25%



8,300 engineers
800 software engineers
70 AI experts

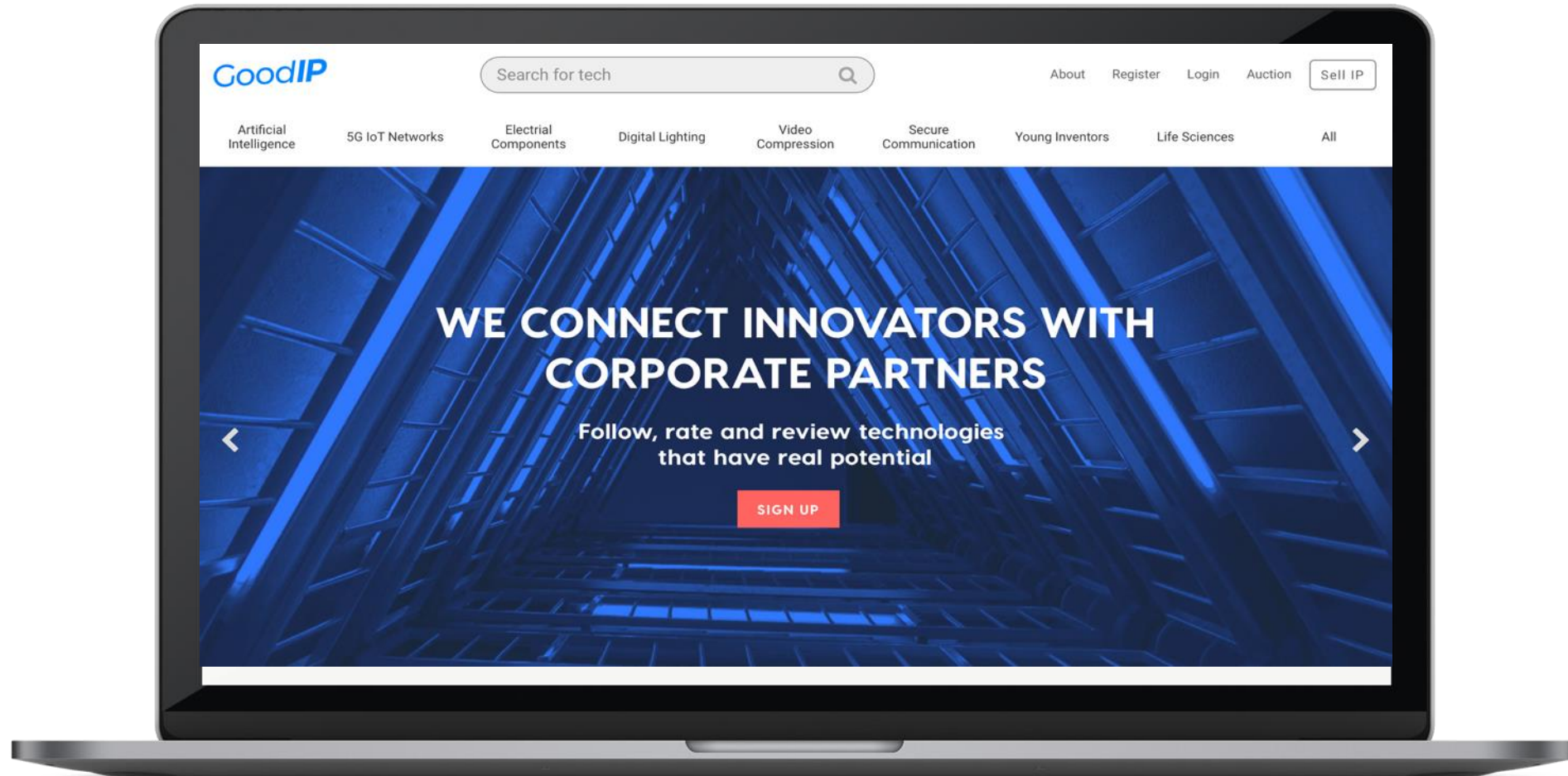
4 technology platforms

- Silicon Valley
- Toronto
- Tel Aviv
- Shenzhen

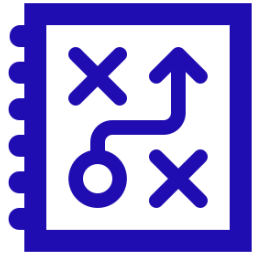
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What have we experienced in our open innovation journey?



What works to accelerate open innovation?



Develop strategy



Find partners



Negotiate deals

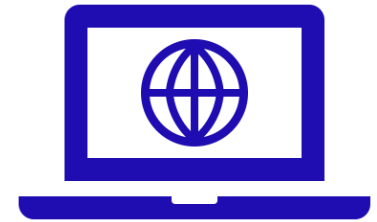
How to reach SME interested in open innovation?



Direct



Networks



Digital

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