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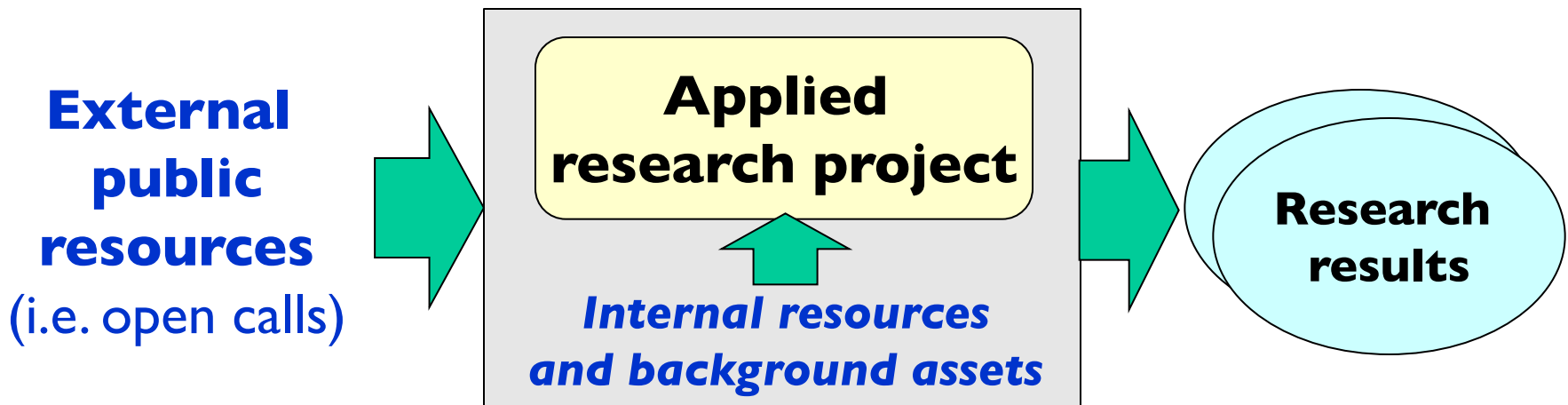
Innovation strategies of technical universities in the global competition context

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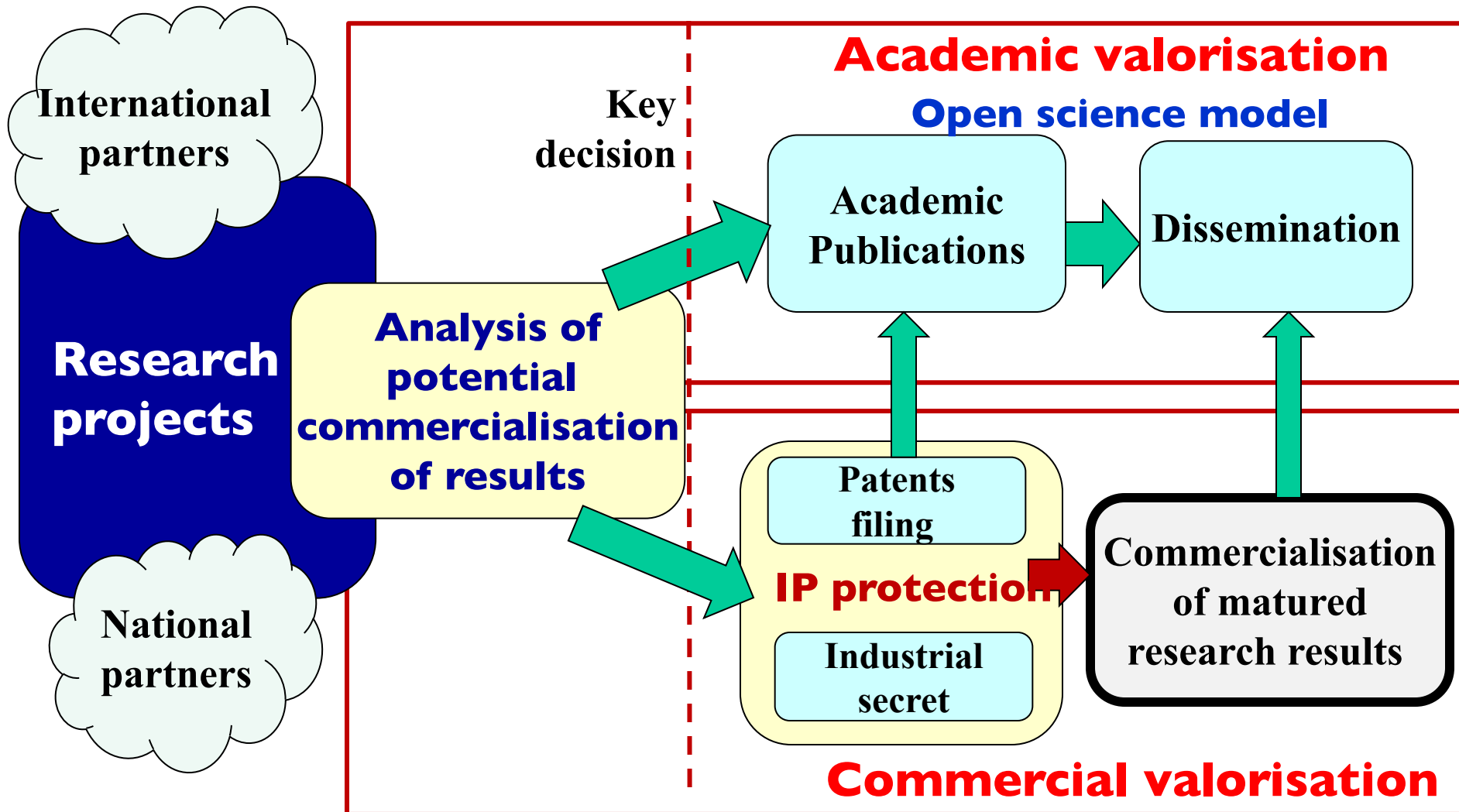
Research projects in universities

- 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

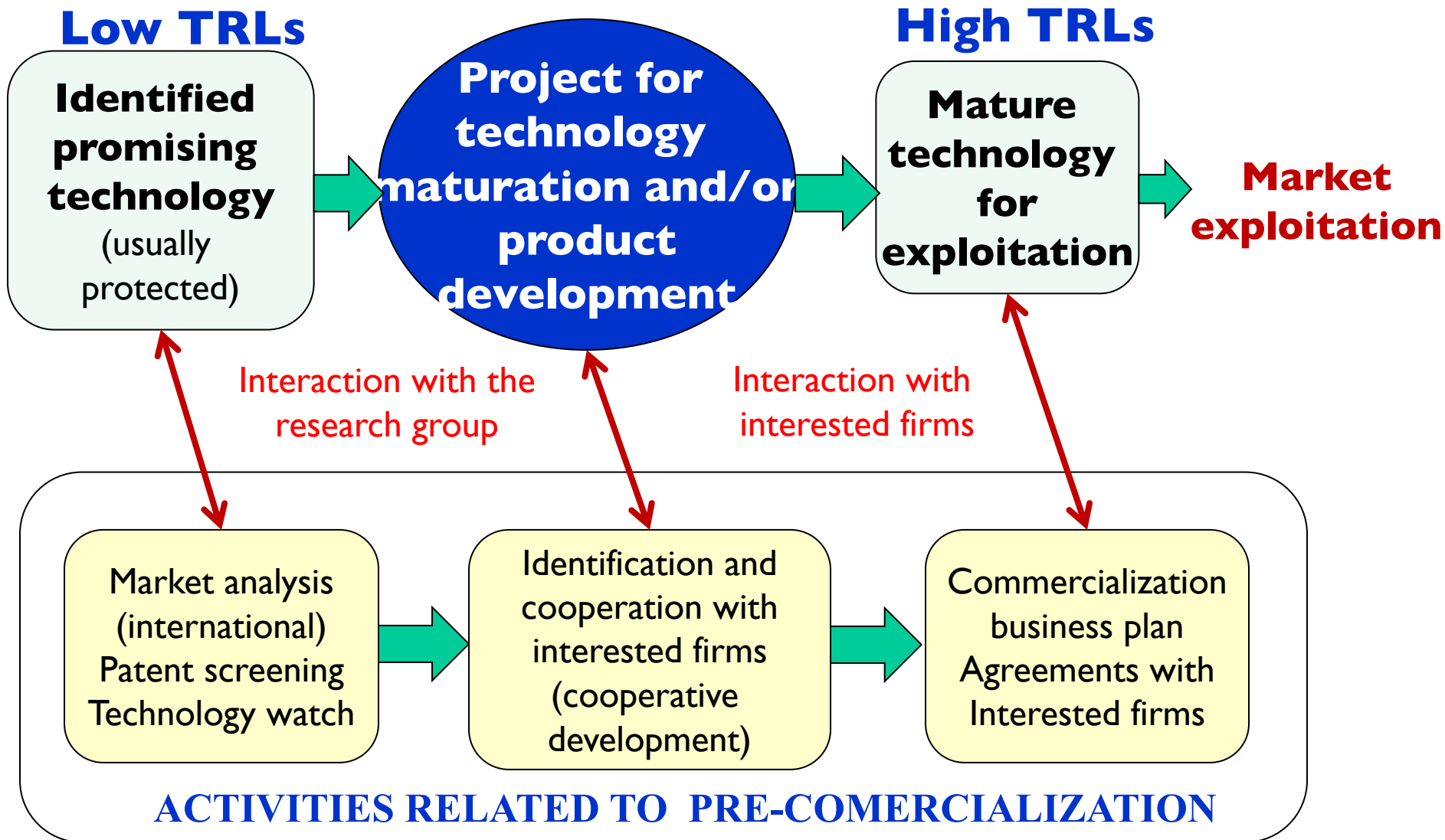
Institutional valorisation



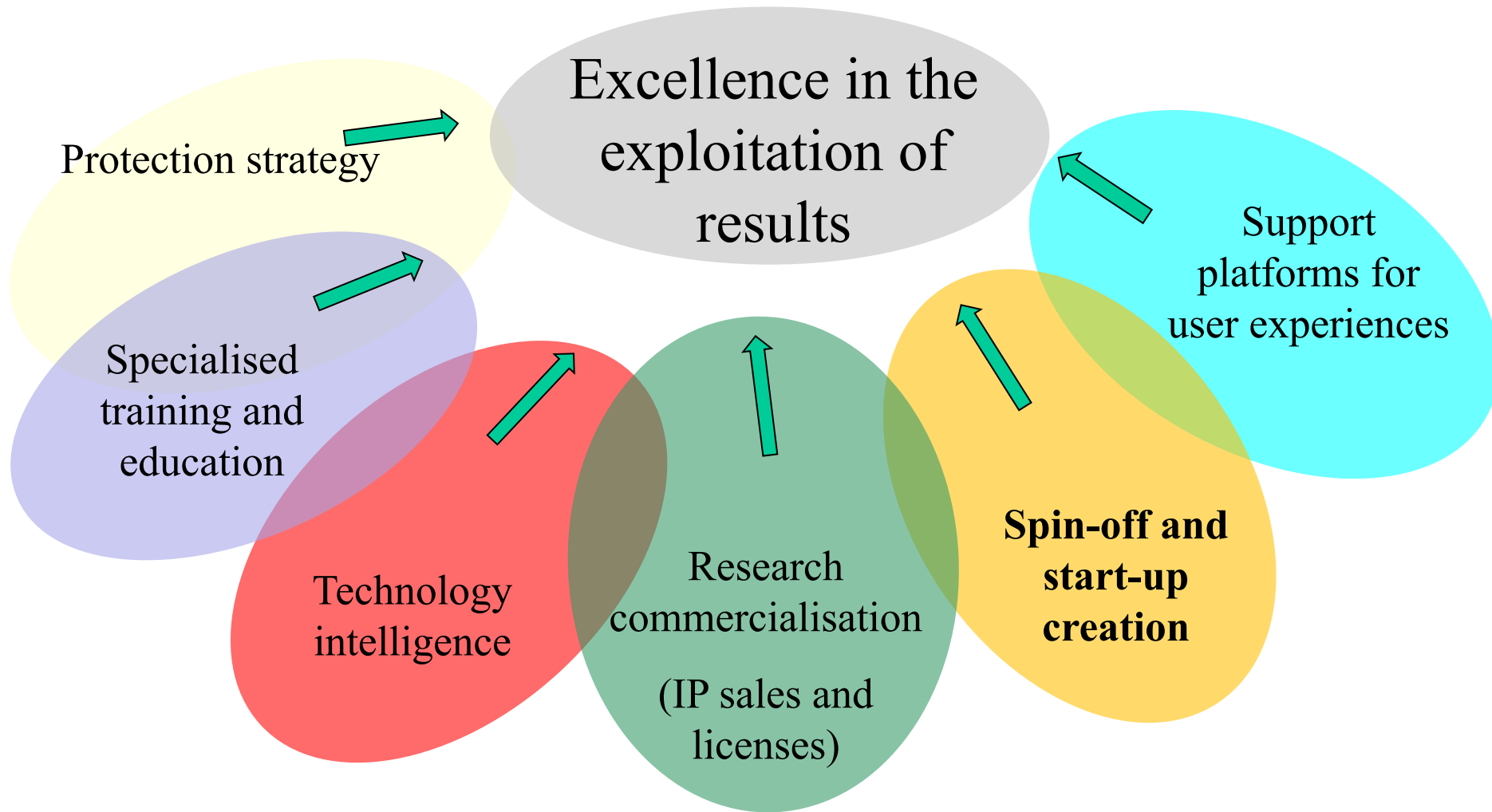
From prototypes to products and services

- 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”

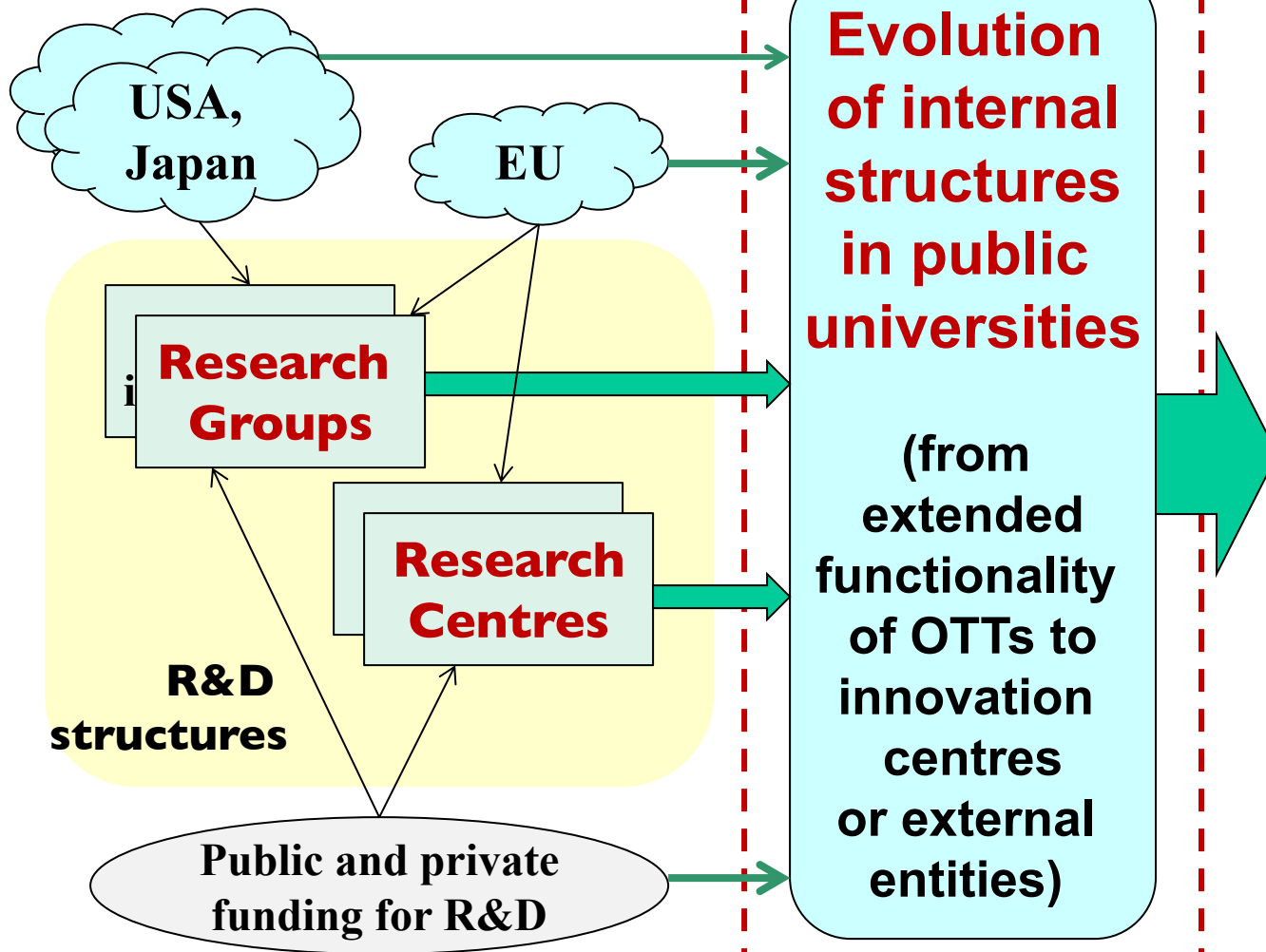


Support areas to exploit knowledge from R&D



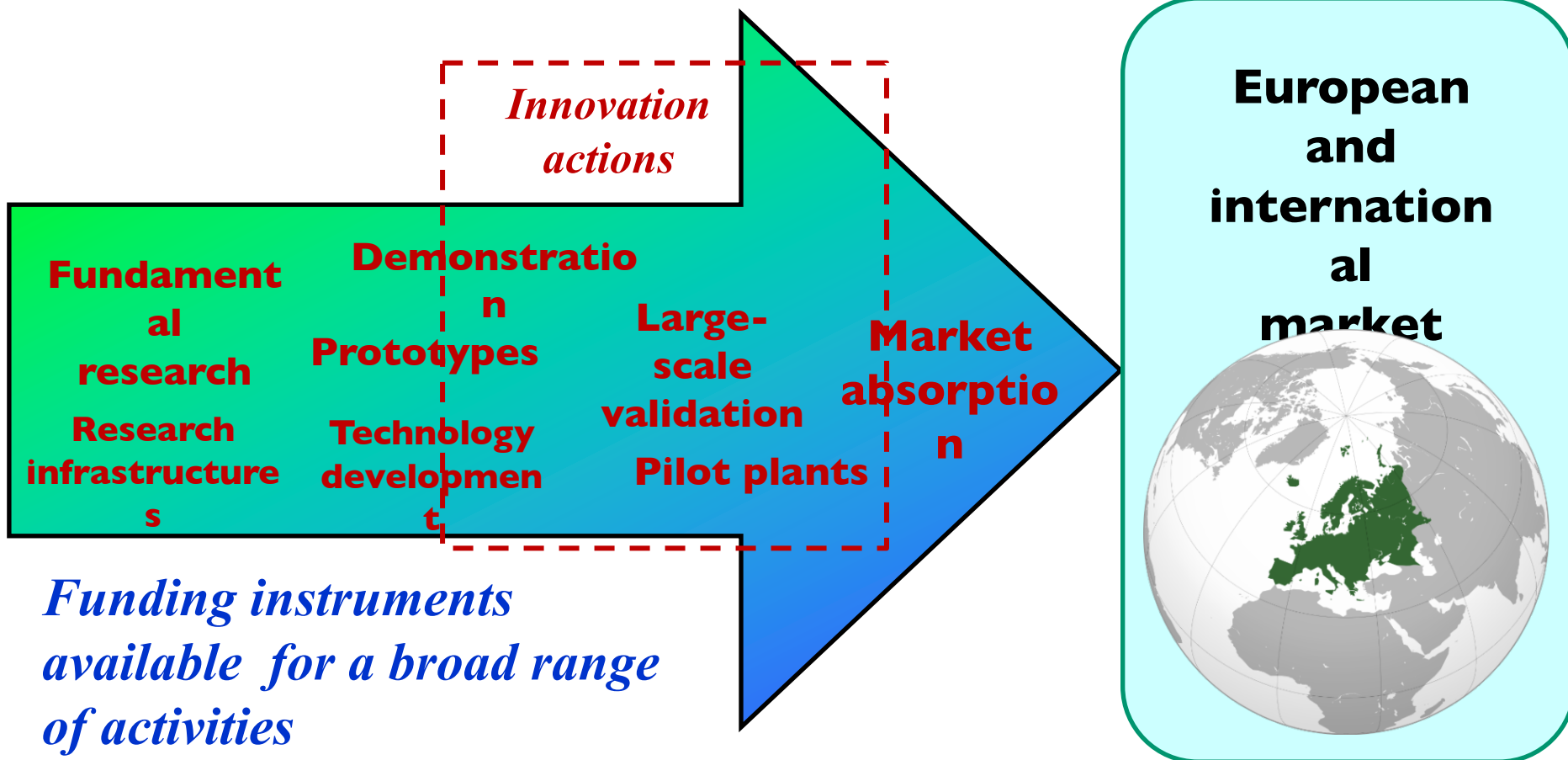
Internal structures for knowledge exploitation

Technology providers

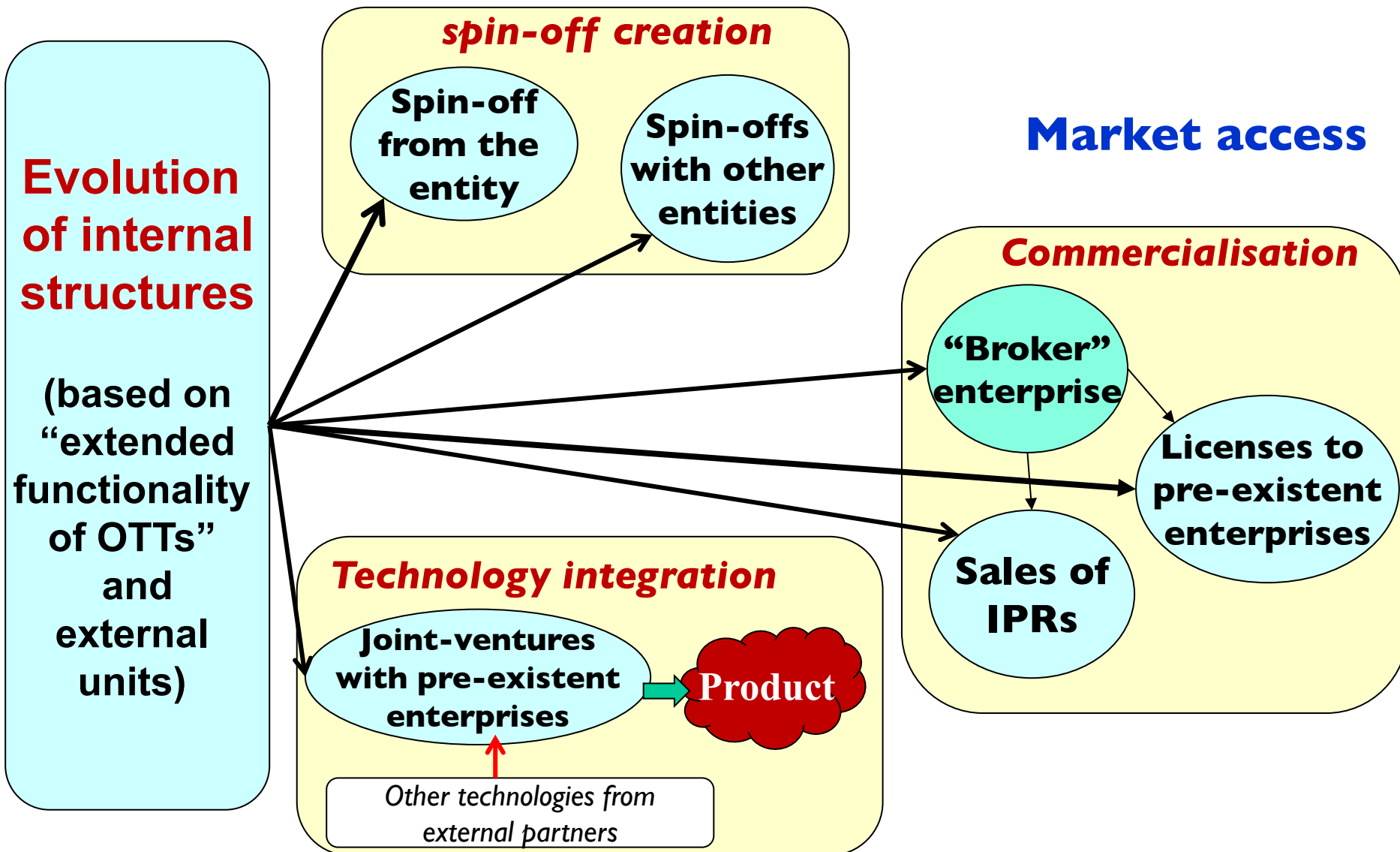


“From the idea to the market”

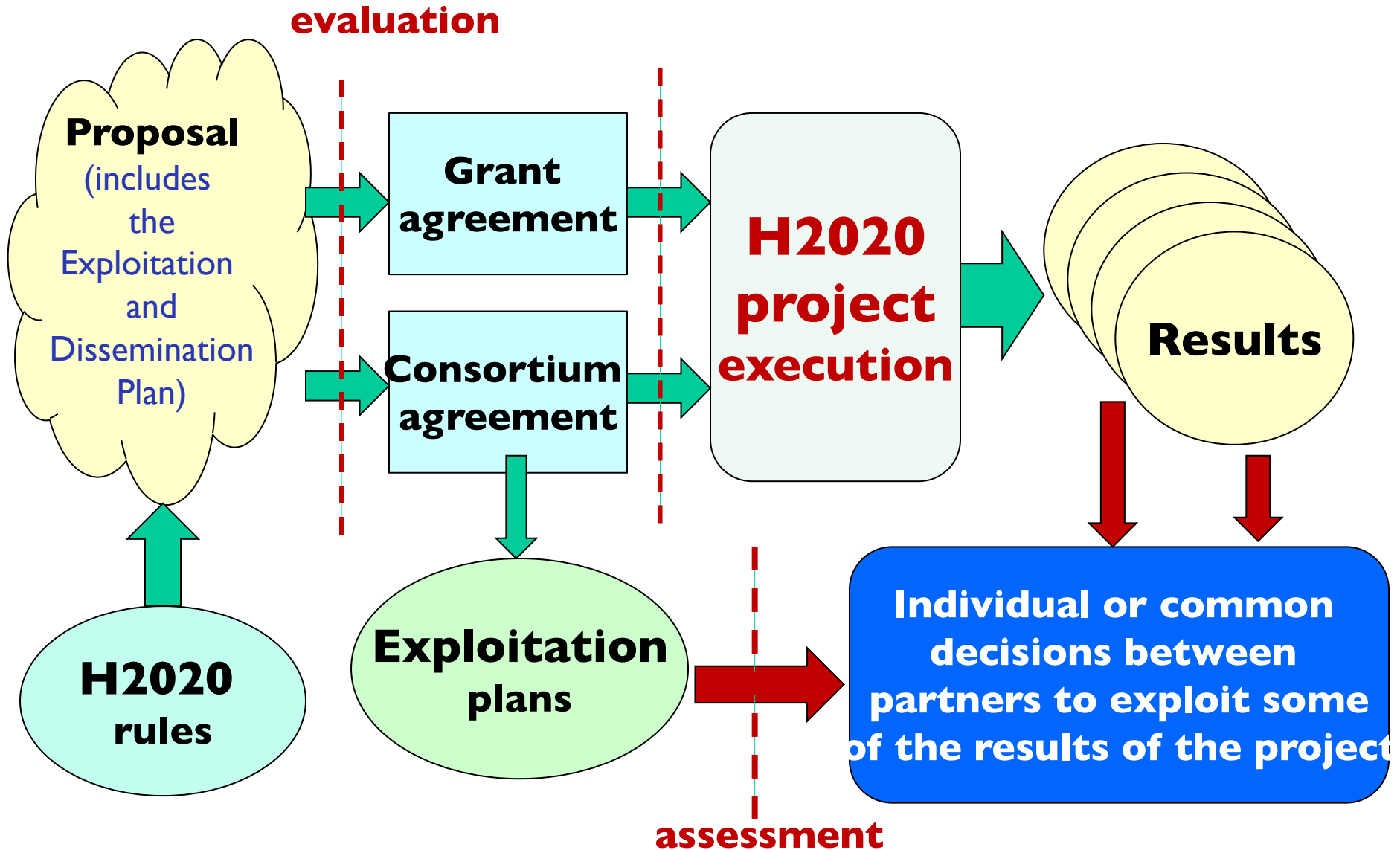
Ambitious goal of H2020 which implies strong commitments from all participating stakeholder to become a reality



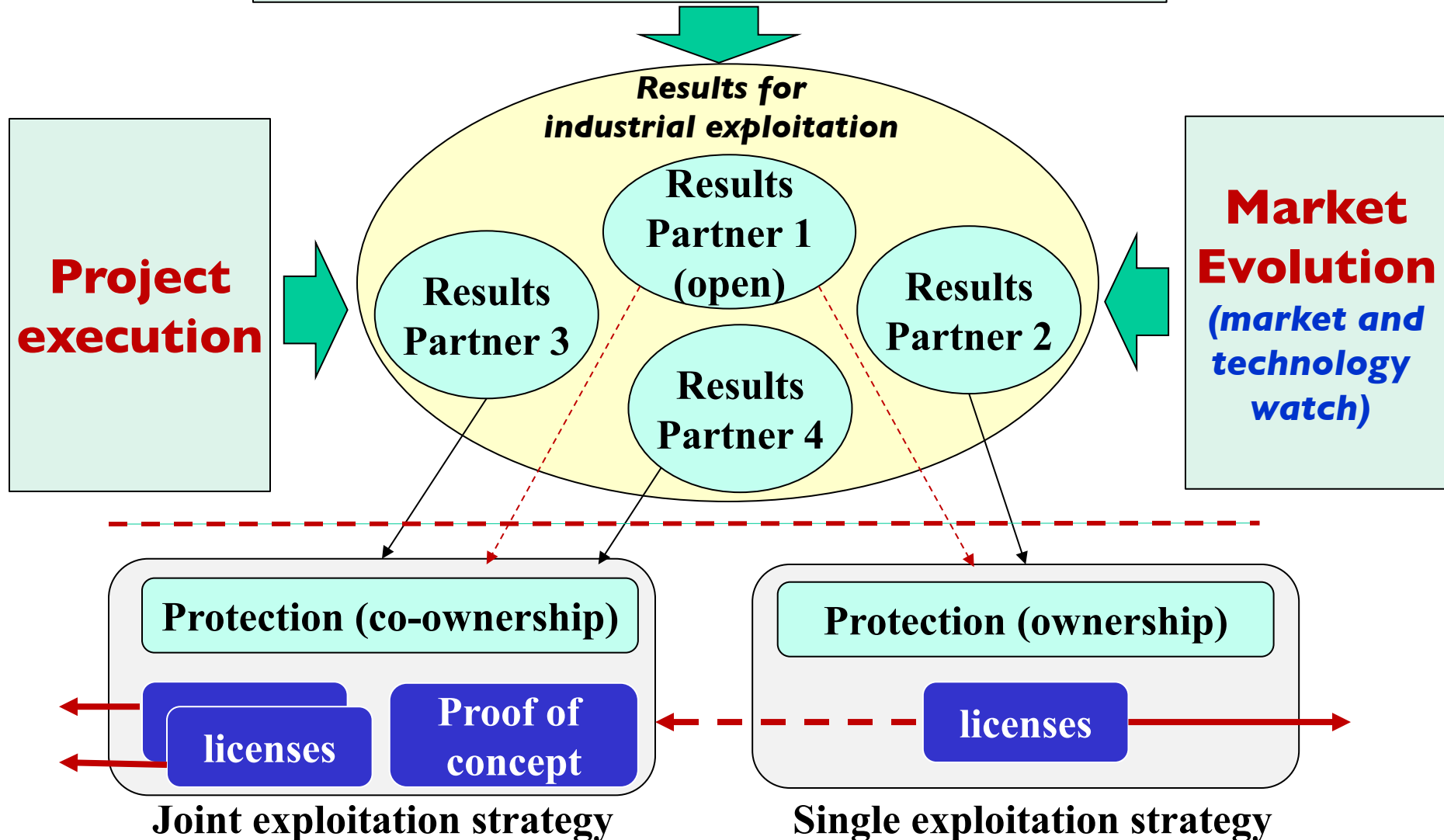
Strategies for knowledge exploitation



Context of H2020



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

LA INVESTIGACIÓN UNIVERSITARIA VISTA DESDE ESPAÑA Y DESDE EUROPA

PRIORIDADES Y ESTRATEGIAS

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