

Building Strategic Partnerships

SCIENCE-TO-BUSINESS
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Thomas Baaken & Todd Davey
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Cinzia Giochetti, Consorzio Pisa Ricerche (CPR)
Marta Ysern, Barcelona Media – Innovation Centre (BM)
Catherine Louch - Coventry University (CU)

1. Introduction to MUAS
2. Strategic instruments for creating and managing a partnering program
 - i. Vice Rector Partnering
 - ii. Partnership Stairway
 - iii. Six Golden Rules
 - iv. Partnership Relationship Management



Technology Transfer at the Münster University of Applied Sciences



Focus

- Research & transfer
- Practice oriented education
- Focus on cooperation with companies (strategic partnerships)



Top 5 Universities in Germany Recognition

- In 2007 Münster University of Applied Sciences was awarded as one of the Top 5 Universities in Germany applying the best strategies of university-industry knowledge exchange and tech transfer by the German Federal Ministry of Education and Research and the Donors' Association
- 85 public and private universities in Germany applied for the award



TECHNOLOGY TRANSFER AT THE MUNSTER UNIVERSITY OF APPLIED SCIENCES

Fachhochschule
Münster University of
Applied Sciences

PROTON
EUROPE
Innovation from Public Research

 **trans2tech**
Transitional Transfer of Technology

Partners



Science Marketing
Science-to-Business Research Centre Germany



Consorzio Pisa
Ricerche



Handbook “Responsible Partnering” ...



Supported and endorsed by:

1. European universities association and their national rectors' conferences (EUA) linked to Universities and Public Research Organisations
2. ProTon Europe
3. The European Association of Research and Technology Organisations (*EARTO*)
4. The European Industrial Research Management Association (*EIRMA*)

2. STRATEGIC INSTRUMENTS FOR CREATING AND MANAGING A PARTNERING PROGRAM



Strategic Instrument #1

Vice Rector Partnering

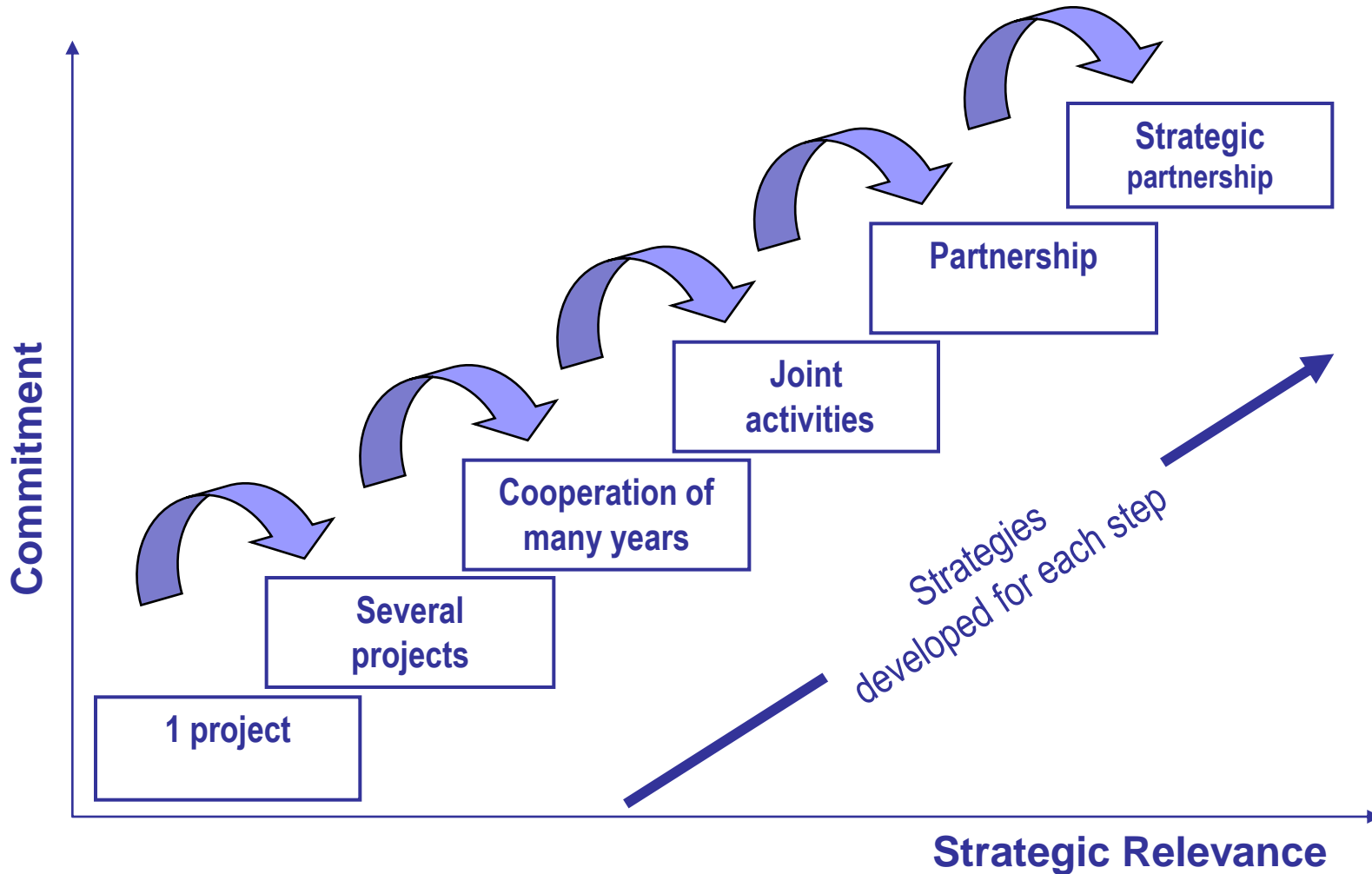
Vice Rector Partnering

- Münster University of Applied Sciences (FHM)
- Recognised the importance of partnering at the highest level
- Established a Vice Rector Partnering within the board of the University in 2003



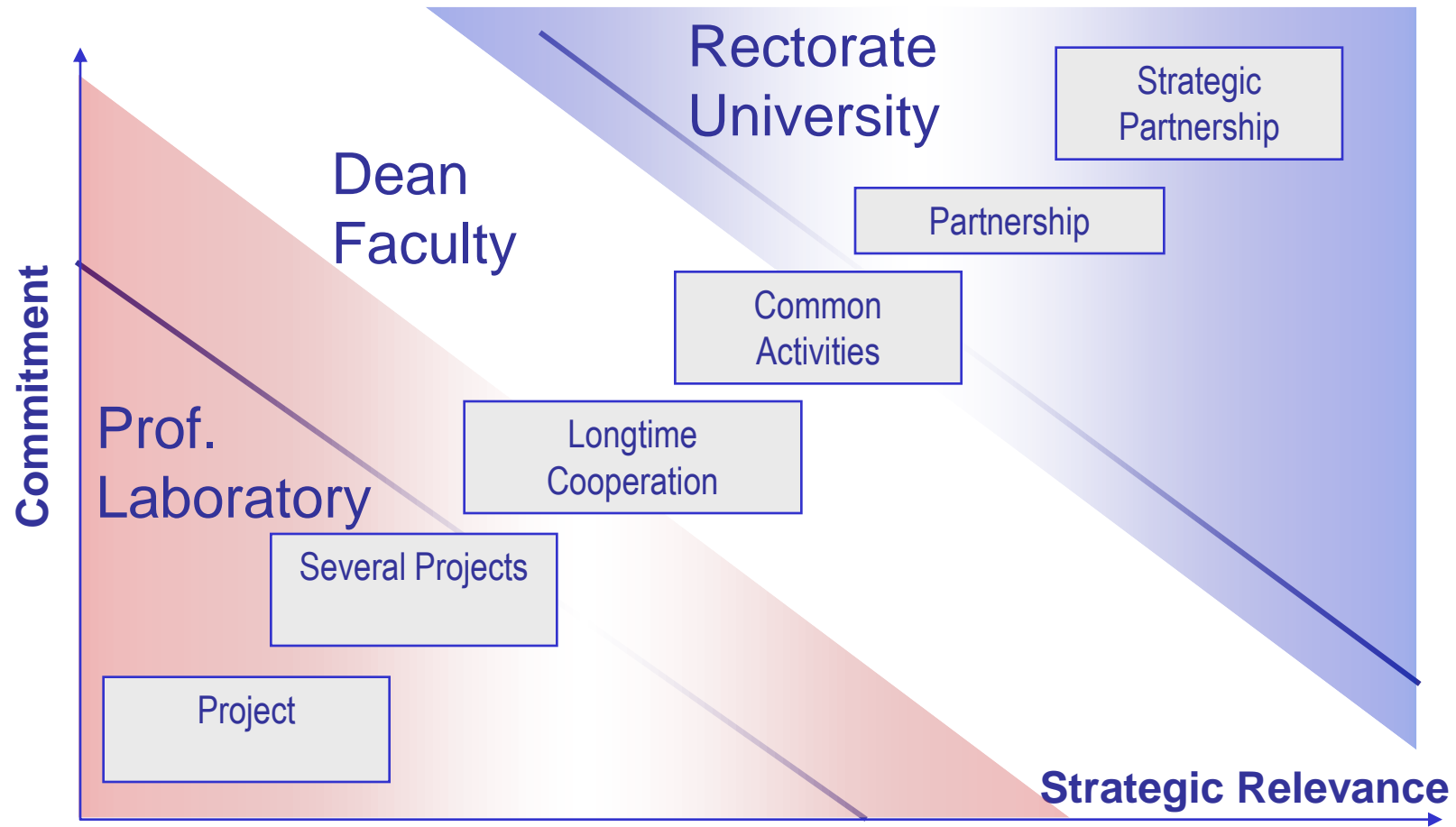
Strategic Instrument #2

Stairway to strategic partnerships



Strategic Instrument #3

Fields by players



Strategic Instrument #4

PRM (CRM Strategy and Software)

- FHM and CU have created an additional stream of client management, Partnership Relationship Management (PRM)
- It was identified that there was a lack of congruency between Customer relationship Management (CRM) and Key Account Management (KAM) in terms of the development of partnership
- Creation of a system that allowed for the development of key partners from an early stage of involvement to a highly committed stage
- Reflected in the policies that have been identified for each stage in the diagram below (FHM)



Strategic Instrument #4

PRM (CRM Strategy and Software)

CRM

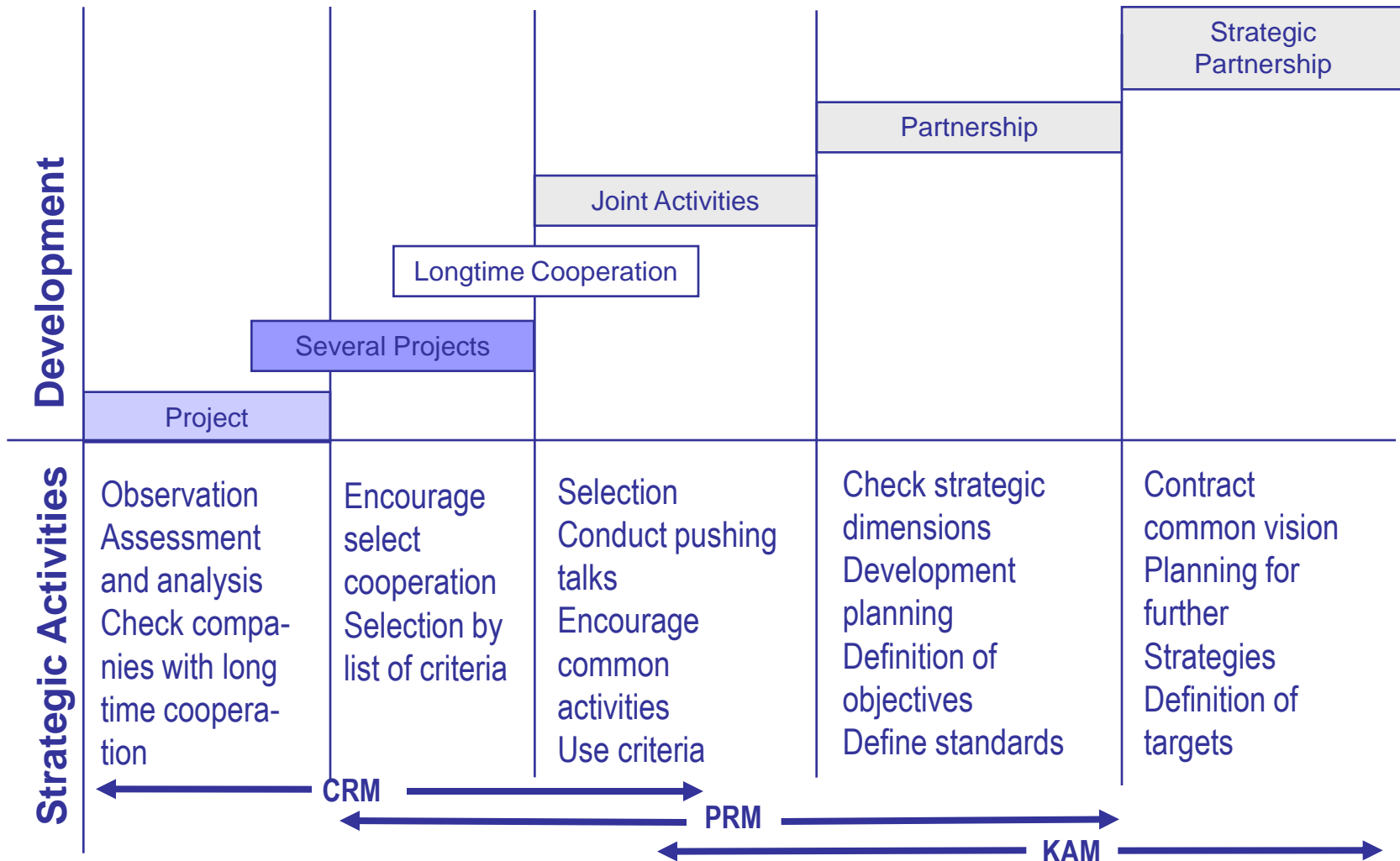
- One-way (maximize return from end-user)
- Revenue and profit oriented
- Campaigns
- Building customer retention

PRM

- Two (or more)-way (maximize retention and potential on partners)
- Benefit oriented for both partners
- On time communication
- Building trust and confidence

Strategic Instrument #5

PRM and the Partner Staircase



6 Golden Rules in Partnering

Rule 1

Both partners must achieve distinctive benefits/advantages through the cooperation and/or partnership. Those benefits have to be clearly defined.



Rule 2

A strategic cooperation has to be agreed by contract. There must be at least one standard bearer on each side.

Rule 3

Go always only for no. 1 or the market leader or visionaries first, only in step 2 switch to no. 2.

6 Golden Rules in Partnering

Rule 4

Act fast, strategic partnerships are developing right now (and who is already bound is not free any more).

Rule 5

Co-operations have to be evaluated and validated again after a certain amount of time (possibly terminated at the start).

Rule 6

The development of a partnership requires a top form of individuality in defining the benefits and the procedures by PRM.



Critical Success Factors

- A Team Champion
- Clear Objectives & Business Concept
- Mutual Trust
- Appropriate Organisational Arrangement
- A Memorandum of Understanding and Legal Agreements on Operations



The Marketing approach ...

... is a key for successful



science and research co-operation!