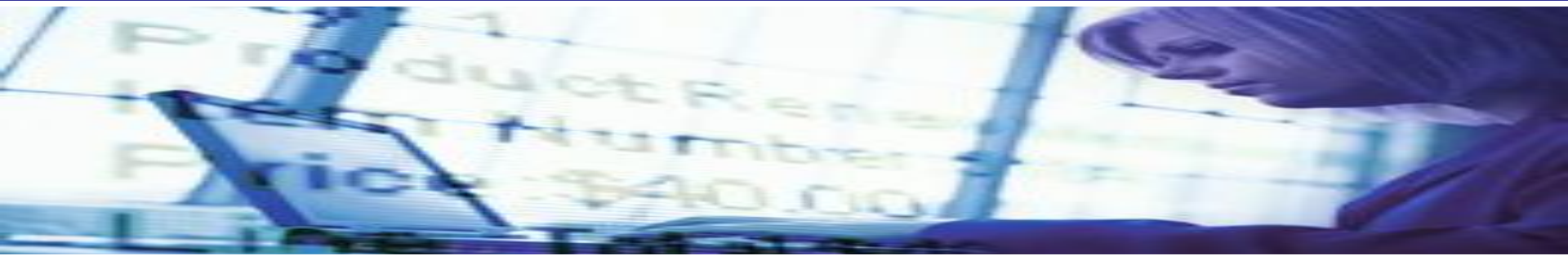


# Driving Innovation from Science to Business European Trans2Tech Conference

Enhancing Technology Transfer from Research Institutions to  
SMEs through “spendability” and competitiveness driven  
methodology



**STRATEGICA**  
PER L'INNOVAZIONE D'IMPRESA

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# Introduction

- The proposed methodology:
  - is addressed to handle TT from PROs to industrial companies (especially SMEs) aimed to new product / application development
  - comes from the experience carried out by *Strategica* and *Consorzio California*
  - is based on the very early assessment of the collaboration environments

# The Context

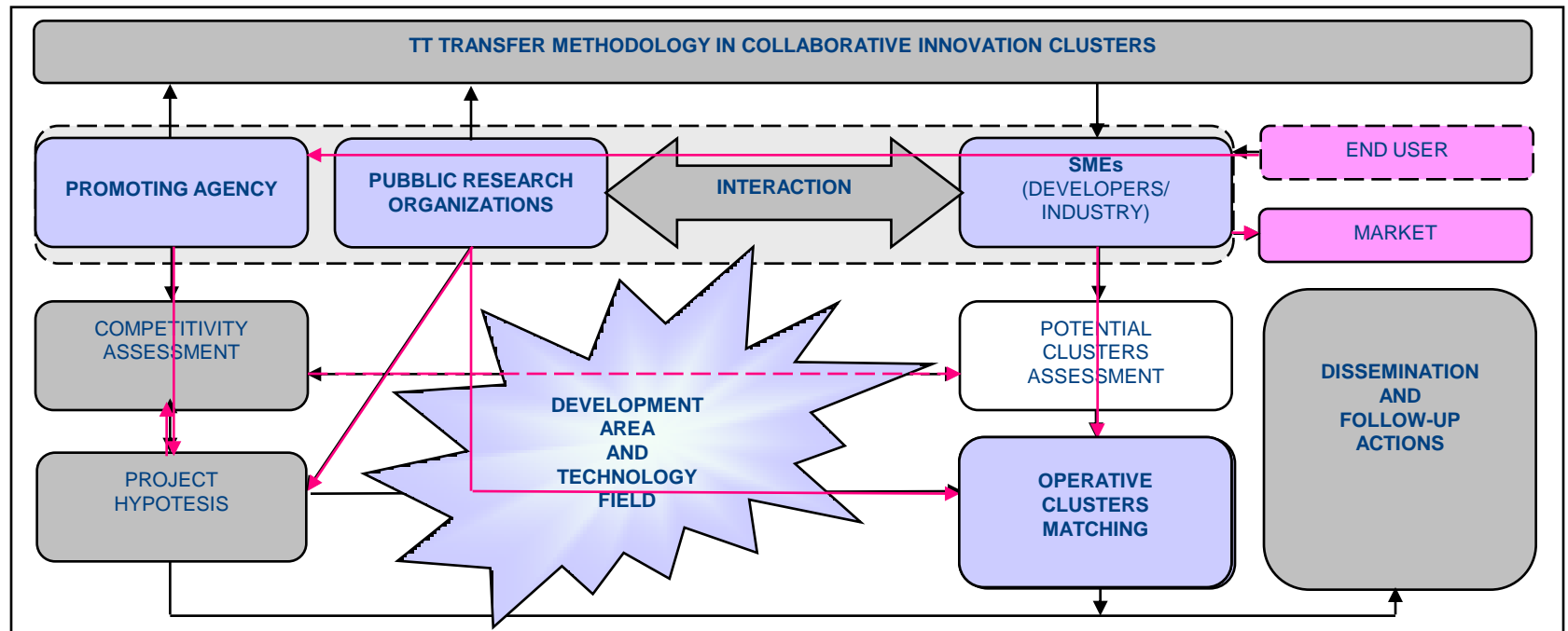
- One of the key contemporary challenges in developing successful systems is to be able to make effective new product/application facing complex and changing markets.
- The approach proposed to this issue is based on a value driven perspective, allowing the whole chain of subjects involved (research institutions, developer companies, users) to better understand and meet both present and future stakeholder needs and expectations.
- This particular methodology has been developed for exploring spaces of possible developing projects (collaborative R&D projects) in a context of very large presence of SMEs.

# The process description ...

- The TT process moves from the recognition of new product/application potentials and the demand for research and technology development coming from industry, ending to the operative assessment of feasibility plans for conceived collaborative projects.
- The full line of actors is defined and completed by the end/intermediate user of the project/product, in a role of process initiator and regulator

# The process flow

- The scheme for such process can be described as follow:



# Results

- **This method has been applied within a specific designed project named EMOTION.**
- **Three Clusters have been identified and formalized and three feasibility studies/plans are going to be finalised by the PROs in order to create the foundations for the effective collaboration with the SMEs involved.**
- **Different collaborative R&D projects among PROs and SMEs are being designed on the basis of the feasibility plans demonstrating the sustainability of the process.**

# Thanks

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