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TRANSISTOR



**TRANS-European Innovation Solution for Technology Transfer towards Optimal
Business Receptivity**

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ABSTRACT

TRANSISTOR is providing an innovative and structured approach of assisted transnational technology transfer process through the delivery of an entrepreneur driven integrated operational methodology facilitating, accelerating and giving reliability to the business relationship between technology suppliers and their customers.

TRANSISTOR addresses the essential issue of efficiency of technology suppliers, which are the seed for the permanent renewal of the business and industrial landscape through timely adoption of advanced technologies. Improving the technology transfer process through coherent assisted methods has direct impact on employment and an indirect impact on use of resources, quality of life and health.

INTRODUCTION

Technology transfer is usually driven by uncoordinated, opportunistic and fragmented strategies and is often managed by technical staff. Such approaches often miss to take into account the major business objectives of the transfer and concentrate excessively on the simple adoption of a technology within a foreign process.

More particularly, the experience of starting up new companies and accompanying many others in the course of technology transfer showed that the basic condition for success is to control the transfer from the point of view of the business opportunities.

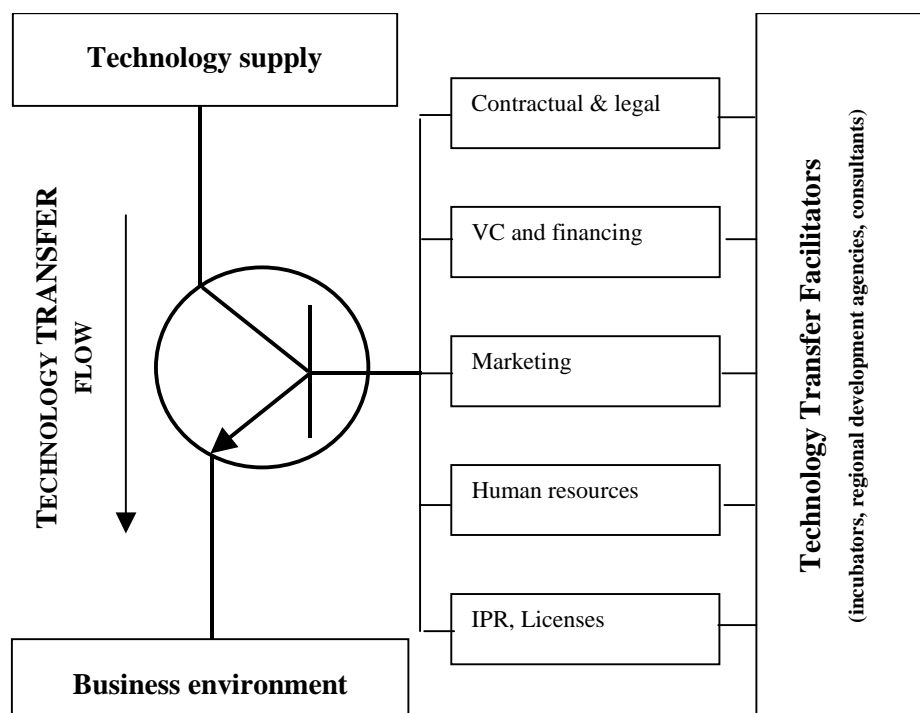
In such an efficient technology transfer, it is therefore necessary to integrate in a proactive and coherent approach all these essential business elements, i.e. marketing, financial, IPR legal and contractual matters and human resources, in order to enable optimal adoption and business exploitation of innovative technologies.

CONTENT

It is a recognised fact that the huge innovation potential of high tech start-ups hosted in incubators Europe-wide is not fully realised due to missing drivers and facilitators of technology transfer, in particular across national borders.

TRANSISTOR is providing an innovative and structured approach of assisted transnational technology transfer process in the ICT domain through the delivery of an integrated operational methodology facilitating, accelerating and giving reliability to the business relationship between technology suppliers and their customers.

The following scheme shows, leaning on the analogy of the transistor, how technology is switched towards business positively biased by a fivefold of forces, namely solutions in contractual and legal issues, availability of financing through VCs or other sources, accurate marketing intelligence, the presence of adequate human resources as well as satisfying IPR solutions driving the technology transfer process.



TRANSISTOR addresses the essential issue of efficiency of technology suppliers, essentially SMEs often young and fragile, which are the seed for the permanent renewal of the business and industrial landscape through timely adoption of advanced technologies. Improving the technology transfer process through coherent assisted methods has direct impact on employment and an indirect impact on environment and use of resources, quality of life, health, safety, consumer protection.

The internationalisation of business and technological activities imposes that the design and validation of the TRANSISTOR methodology is performed at an European level for the benefit of the European industry as a whole.

Whereas usually technology transfer is driven by uncoordinated, opportunistic and fragmented strategies, the TRANSISTOR methodology integrates in a proactive and coherent approach all the essential elements, i.e. marketing intelligence, financial options, IPR legal and contractual matters and human resources - enabling optimal adoption and business exploitation of innovative technologies.

TRANSISTOR specialisation in the ICT Information Communication Technology domain, its operation by ICT specialists and validation of its findings through real cases guarantees the optimisation of the methods for this specific sector. First results are disseminated within the presentation to target audiences from innovation promotion stakeholders and exploited by the partners and other facilitators of technology transfer and innovation development in the short term.

The essential innovative aspect with respect to state of the art of the TRANSISTOR approach is the integrated, holistic and structured application of all five essential drivers needed for successful technology transfer, namely venture capital, marketing, IPR, legal and contractual matters, and human resources. TRANSISTOR will demonstrate actual transborder technology transfer in the most innovative current application fields like:

- medical
- telecommunication services
- biotechnology
- sensorics
- software
- ICT hardware

Three technology transfer demonstration cases will be presented at IASP 2003 among the companies hosted by the incubator participating.

TRANSISTOR will have a strong impact in the exploitation of technological outcome of RTD through the delivery of a stabilised methodology accelerating its exploitation. It will also favour the emergence of start-ups able to efficiently exploit technological resources through adequate transfer to the applicative sectors. This will be directly implemented by the partners in their business practice towards tangible contribution to European competitiveness and sustainable growth.

TRANSISTOR is the first European attempt to rationalise a complete approach of the technology transfer in ICT impacting directly the valorisation of R&D work and therefore the use of public funding, originated from a joint work from March 2002 by the authors.

Recently (October 2002), the National Commission on Entrepreneurship published the document "American Formula For Growth", giving an appraisal of their Federal Policy & the

Entrepreneurial Economy, 1958 -1998. Not surprisingly, the same key factors were identified, leading to the succes of EGCC, entrepreneurial growth companies.

Consequently, TRANSISTOR is presented as the European Formula for Growth.