

## Capacity Building for Innovation

# INNOVATION COACH



**Non-Specialists Workshop: Technology Transfer, Technology Brokerage  
22nd-23rd March 2012**

**Faculty of Engineering Building A, 1st floor  
University of Kragujevac  
Sestre Janjic 6 34000 Kragujevac**



Едукативно  
Информативни  
Центар



## Technology Transfer, Technology Brokerage:

### Workshop 1: Support to the commercialisation of academic knowledge

**Date: 22<sup>nd</sup> March 2012**

**Location:** Faculty of Engineering, Building A, 1<sup>st</sup> floor

#### Agenda

**09.00 – 09.15 Registration**  
**09.15-09.30**

**Welcome, introductions and outline of the day's activities**

**9.30-10.45**

**1. Introduction to Innovation and Technology Transfer Dr. Lisa Cowey, ICIP**

- Introduction to innovation definitions, models and processes
- Economic, Political and Legislative drivers of Innovation
- Technology transfer- models, processes and activities
- Group discussion: developing local activities, identifying existing barriers (facilitator Professor Vesna Mandic)

**10.45 – 11.00 Coffee Break**

**11.00-12.30**

**2. Universities and Intellectual Property Rights Daniela Zlatić Šutić Head of Education and Information Center Intellectual Property Office**

- Over-view and examples

**12.30 – 13.30 Lunch Break**

**13.30-14.45**

**1. Technology and Market Evaluation (Dr. Lisa Cowey, ICIP/ Dr. Vesna Raskovic )**

- Evaluation as part of the Technology Transfer processes
- Decision making aids (established methods, processes and procedures)
- Use of decision trees and rating and ranking methods.
- Best technology innovation competition
- Group discussion: developing local activities, identifying existing barriers (facilitator Professor Vesna Mandic)

**14.45 – 15.00 Coffee Break**

**15.00-16.15**

**2. Technology Transfer through Licensing and 'Spinout' (Dr. Lisa Cowey, ICIP/ Mr. Milan Zelovic ICIP/ Dr. Vesna Raskovic )**

- Over-view and European Examples (Lisa Cowey)
- Raising equity finance in Serbia (Milan Zelovic)
- Supporting Start-up and spinout in Serbia – the experience of Novi Sad (Vesna Raskovic)

**16.15 – 16.30**

**3. Feed-back and round up of the days activities and next steps**

**16.30 END**



## Technology Transfer, Technology Brokerage: Workshop 2: Supporting Knowledge Exchange

**Date: 23<sup>rd</sup> March 2012**

**Location:** Faculty of Engineering, Building A, 1<sup>st</sup> floor

### Agenda

**09.00 – 09.15 Registration**  
**09.15-09.30**

**Welcome, introductions and outline of the day's activities (Lisa Cowey ICIP)**

**9.30-10.45**

**1. Undertaking Innovation Audits and Developing Expertise and Equipment Databases**

- Over-view and Examples (Lisa Cowey)

**2. Prototyping**

- Over-view and Examples (prof. Vesna Mandic)
- Group discussion on local implementation (Lisa Cowey)

**10.45 – 11.00 Coffee Break**

**11.00-12.30**

**4. Knowledge Transfer Mechanisms (Dr. Lisa Cowey, ICIP/ Professor Vesna Mandic)**

**3.**

- Over-view and European Examples including KTP (Lisa Cowey)
- Local Examples: Practical Placement Programme and Industrial Fellowship Programme (Professor Vesna Mandic)
- Group discussion: developing local activities, identifying existing barriers (facilitator Professor Vesna Mandic)

**12.30 – 13.00 Lunch Break**

**13.00-14.45**

**5. Knowledge Transfer Networks (Dr. Lisa Cowey, ICIP/ Dr. Vesna Raskovic )**

- Over-view and European Examples (Lisa Cowey)
- Enterprise Europe Network (EEN) (Vesna Raskovic)

**14.45 – 15.00 Coffee Break**

**15.00-16.15**

**1. Knowledge Transfer Networks Continued (Vesna Mandic)**

- CTC, VMNet, VRPM network on CORDIS

**2. Improving Success rates – making collaborations work (Lisa Cowey)**

**16.15-16.30**

**3. Feed-back and round up of the day's activities.**

**16.30 END**



## **Dr. Lisa Cowey MBA PGCert Intellectual Property**

### **Key Expert Competitiveness and Innovation**

Lisa Cowey has a PhD from the University of Oxford, Department of Physics, an MBA from Oxford Brookes University Business School where she specialised in the area of University – Industry Technology Transfer and a Masters level Diploma in Intellectual Property Law and Practice from the University of Bournemouth.

Dr Cowey has over 10 years of professional experience in high tech companies ranging from early stage spinouts to large multi-national corporations. She has held management positions in the UK, USA and Germany where helped to realise the commercial value of Intellectual Property originating from Public Research Organisations.

For the last eight years she has worked with Universities and Research Groups to help them commercialise technology and knowledge from the R&D sector through collaboration, licensing and spinout. In the UK Dr Cowey managed the regional Alchemist Business Angel network and Merlin Mentoring schemes, was an Advisor to the Regional Knowledge Network and was part of the Oxford University Begbroke Directorate, managing the development of a new University Science and Technology Park.

Most recently, Dr Cowey was the Team Leader for several EU Funded Innovation Support Projects. She has also worked for Innovation Coach to develop a spinout scheme for the Central Hungarian Region and continues to work as an IPR consultant for ongoing PF7 projects. She is actively involved in the development of Innovation policy in the South and Central European region through the TEMPUS OPUS project involving partners from Croatia, Bosnia and Herzegovina, FYR Macedonia and Montenegro. She is the author of "A Practical Guide to the Models, Processes and Procedures of Technology and Knowledge Transfer from Universities and Public Research Institutes".

## **Professor Vesna Mandic**

### **Rapid Product Development Expert**

Vesna Mandic is an associate professor at the University of Kragujevac, Faculty of Engineering, founder and Coordinator of Collaborative Training Centre of UKg, founder of Centre for Virtual Manufacturing, member of Programme Committee of Entrepreneurship of UKg, member of Programme Committee for International Projects of UKg, consultant of Business Start-up Center Kragujevac, and evaluator of CBC EU IPA programme.

She has participated at 11 projects of the Ministry of Science, more than 20 projects with industry. She is an author and co-author of 64 scientific papers of which 6 are published in international peer-reviewed journals. Dr Mandic has long-term international cooperation with research teams from Italy, Slovenia, Denmark, Germany, Greece, UK and Austria.

Prof. Mandic is co-author of publications: WBC regional model for university-enterprise cooperation (2010), Strategic Research Agenda - embedded systems and industrial informatics (2011), Methodology Guideline for Innovation (2011). In 2009 she coordinated international team for development of two programmes of knowledge transfer between academia and business: Practical Placement Programme and Industrial Fellowship Programme).

Prof. Mandic has coordinated and is coordinating 11 EU projects from different programmes (FP6, TEMPUS, EAR, SEE, WUS, EUREKA). In 2006 she established Virtual Manufacturing Network gathering now 1200 members from the WBC region. Within WBC-VMnet project she coordinates Consortium of 13 partners from 7 countries, with imposing results. She takes part in applied and innovative research and trainings for SMEs. In 2011 she established VRPM (Virtual/Rapid Prototyping/Manufacturing) group at CORDIS portal, gathering now 45 members from more than 20 countries from EU and Asia.



She participated in design and delivery set of customized training events in Serbia for SMEs: 2 seminars (2007), 2 workshops (2007), 1 seminar (2008), 2 seminars (2009), 2 seminars (2010), 1 workshop (2010), 8 info days (2010), 4 customized trainings (2010), 3 info days (2011), 2 workshops (2011), 3 customized trainings (2011).

Scientific – research activities comprises theoretical, applied and developmental research. in scope of the following sub-areas: numerical modelling of material behaviour, design and optimization of sheet and bulk metal forming processes, advanced application of virtual engineering technologies (CAD/CAM/CAE, RP/RT/RE, VR), development of concurrent engineering approach, FE estimation product quality and tool life, optimal selection of material for new products, 3D product and process visualization applying Virtual Reality equipment, rapid prototyping, reverse engineering, quality control - coordinate metrology. Her team within CEVIP and CTC centres has achieved high level of scientific results and has undertaken strong efforts in making tangible impact on industry by efficient knowledge and technology transfer and innovation introducing. Working closely with the private sector, CTC offers an Industrial Fellowship Programme (IFP) already recognized as an efficient measure to enhance university-enterprise cooperation, establishing sustainable partnerships among key players in knowledge triangle.

### **Dr Vesna Rašković Depalov**

#### **Innovation Networks Expert**

Vesna Rašković Depalov has a PhD in Economics with a focus on Strategy for market creation for innovation for small high-tech companies. Projects in which she has been working since 2005 are Best Technology Innovation Competition project of Ministry for Education and Science Republic of Serbia (with responsibility of development, organization and delivering trainings in the area Business Plan for Innovative Business, Executive Summary for Innovative Business, Presenting/Selling Innovative Business/products for the participants in the Competition (teams of High-tech Enterprises, Individual innovators, Researchers); Consulting teams (High-tech Enterprises, Individual innovators, Researchers) in preparing Business Plan, Executive Summary and Power Point presentation; Project organizational activities); Europe Enterprise Network project (with responsibility of promotion of the Network; Organisation and delivering local events with educational character; Meeting with companies; Technology audits; Preparation of business and technology profiles for network's dissemination tools; Promotion of profiles published on network's dissemination tools to own clients, support of clients to create expression of interest; Follow-up activities of expressions of interests; Participation in Network and consortia activities. Target audience: SMEs in Serbia with focus at High-tech Enterprises); HELP (Higher Education Learning Partnership) TEMPUS project 144596 (with responsibility of Needs Analysis of the SMEs and Stakeholder Dialogue; Learning and Training Programme Development in the area of Business Strategy and Marketing Strategy for (innovative) business, Communication/presentation/selling skills, Preparing for Business Life; Implementation and Evaluation of Learning and Training Programmes; Project organizational activities. Target audience: SMEs in Serbia with focus at High-tech Enterprises and final year students); International Master Study In Entrepreneurship (with responsibility of delivering one of MA course for students „Strategy for Market Entrance“; exams; mentoring master theses).

Vesna has more than 8 years experience in developing and delivering training, pre-training, consulting and coaching for High-tech Enterprises, Researchers and Individual innovators in Strategic Management, Strategic Marketing, Business Plan development and evaluation.

Her experience is in developing networks and linkages between innovative domestic and international companies and between innovative domestic companies and business angels.

She has experience in project activities coordination/organization in the area of education/innovative business. Her experience as a trainer is extensive having developed and delivered more than 140

trainings in the area of Strategic Management, Strategic Marketing, and Business Plan for High-tech Enterprises, Researches and Individual innovators, more than 80 trainings in the area of Business Plan for young and unemployed people and over 20 trainings in the area of presentation/selling/negotiating skills for High-tech Enterprises, Researchers and Individual innovators. Vesna has also consulted over 100 times in the area of Business Plan, Executive Summary, Power Point presentation, Video clip for the investors, business angels, and judges/reviewers.

### **Milan Zelovic**

#### **Long Term Local Expert Competitiveness and Innovation**

Mr. Zelovic Graduate as an Economist at the University of Kragujevac and has an MSc in International Business Administration from Erasmus University, Rotterdam School of Management. Milan has since worked on a number of projects in the Western Balkans, EU and Brazil with both a strong international element and local focus. He has around 10 years of previous working experience which includes consulting on EU, IFC and USAID projects in the area of innovation and competitiveness and contract management in delivering FDIs for USA and EU companies, capital management firms and investment funds. Recent activities have included supporting the improved quality, range and availability of business support services and strengthening institutional capacity to foster development of Innovative SMEs; development of the national innovation support system; assessment and development of sectors associations; macro-economic analysis and policy-level recommendations. Milan was involved in a \$9 million green-field investment in renewable energy sector, due-diligence of JAT-Tehnika, developing documentation for investment cycle and facilitating companies' access and introduction of innovative industries to Serbia.

As the ICIP Long Term Expert for Competitiveness and Innovation Milan has been closely involved in the assessment of Business Innovation Support Organisations in Serbia and defining an appropriate capacity building programme to address gaps in the present provision of support.

### **Daniela Zlatić Šutić,**

#### **Head of Education and Information Centre at IPO , Intellectual Property Right Expert**

Daniela Zlatić Šutić graduated at Faculty of Technology and Metallurgy of Belgrade University. She works for Intellectual Property Office since 2002. She was involved from the very beginning of work with IPO Serbia in advisory consultancy for different stakeholder groups in the field of IP management. Also, she has extended knowledge on searching the patent databases and tools for acquiring technical information from databases.

Since February 2009, IPA national EC funded project started at IPO aimed to give support to foundation of Education and Information Centre at IPO. From the very beginning of the project implementation she is appointed as coordinator of activities and since mid of 2011 as the Head of the Centre whose duties are creating and delivering the tailor made courses, lectures and seminars for SMEs, faculties, institutes, inventors associations, chambers of commerce and others. Within 2010-2011 she delivered more than 40 such lectures within EIC activities. Among others services of the Office for SMEs, she participated in 12 Intellectual Property Diagnosis visits to the companies. She was also involved with the role of monitor and expert for IPR in IPRfor SEE project of RCC Uzice, as a lecturer on IPR within project Confidekt of Subotica Open University and within IPR Helpdesk activity of IPorta project. She has passed extensive training in relevant intellectual property offices such as EPO-DE, APO-AT, INPI-FR and in other business support institution regarding IPR like AWT in Brussels and others, Austrian AWS in order to gather the knowledge on different aspects of IPR and to be able to respond to different requests of stakeholders for education and information in this field.