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**THE COMMERCIALIZATION
OF RESEARCH RESULTS –
TRANSFER STRATEGIES OF
THE UNIVERSITY OF
GREIFSWALD**

STRUCTURE OF THE LECTURE



- > Introduction
- > Aim of the study
- > Methods
- > The transfer-model of the University of Greifswald
- > Discussion

INTRODUCTION

The University of Greifswald is one of the oldest academic institutions in Germany (founded in 1456).

Research priorities in Greifswald are the life sciences, physics and geosciences, cultural interaction in the Baltic/Nordic region, and law and economics.

The University of Greifswald belongs to the most dynamic universities in Germany and has a high potential regarding cooperation and transfer activities (Schmude, 2009).

Difficulties:

- Processes for the commercialization of research results are often dependent on the commitment and the economic know-how of the scientists.
- Different interests of scientists and entrepreneurs
- Transfer processes seem to be unstructured and success is mostly random.
- Universities have only limited possibilities to produce prototypes

AIM OF THE STUDY

“Move2health”

In the research project “move2health” (09/2007 – 04/2010, project leader: Prof. Dr. R. Bouncken, Dr. S. Seiberling) the aim was to develop and test an innovative transfer model, which helps to structure and institutionalize successful processes for the commercialization of research results.

Requirements for the transfer model:

- theory-based
- tested
- pragmatic
- including specific “success-criteria”
- applicable to different fields of research

PROJECT PARTNERS

- Centre for Research Management, Greifswald University
(Dr. S. Seiberling, Dr. R. Werner)
- Chair of Business Administration and Organisation, Personnel and Innovation,
University of Greifswald
(Prof. Dr. R. Bouncken, V. Winkler)
- Institute for Community Medicine, University Medicine Greifswald
(Prof. Dr. W. Hoffmann, Annika Gottschling)
- CEO Technologycenter Vorpommern (TZV)
(M. Kokowsky)
- BioTechnikum Greifswald GmbH
(Dr. W. Blank)
- Chamber of commerce, Neubrandenburg
(R. Pfoth)

METHODS

Theoretical basis:

- Stage-gate-model (Cooper, 1988, 1994)
- Contingent Effectiveness Model of technology transfer (Bozman, 2000)

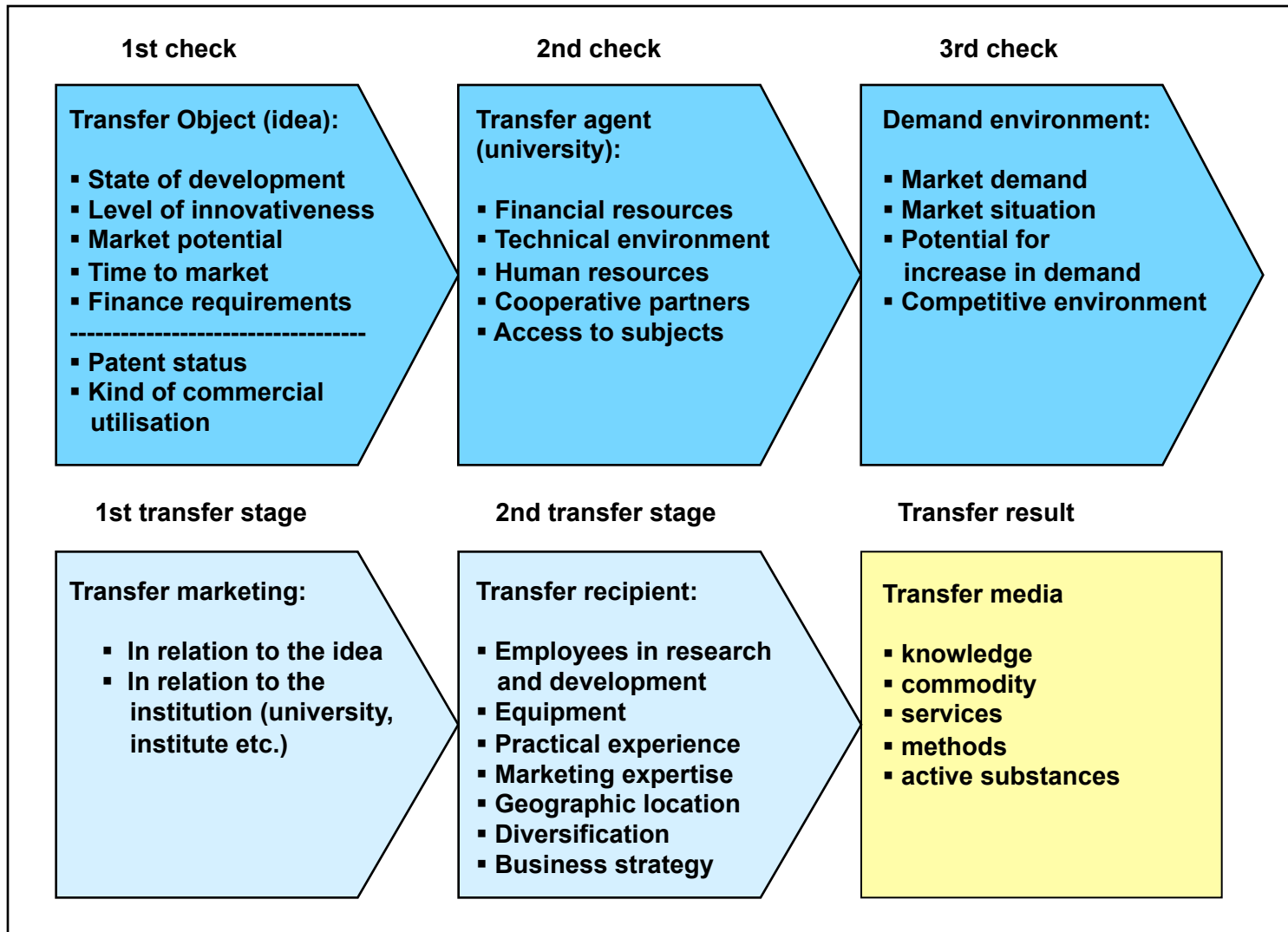
Interviews:

- 28 manual based interviews with scientists (management)
- Contents: research activities, transfer experience, commercial experience, stage of current transfer processes including financial and human resources, knowledge about sales opportunity and competitive ability etc.
- Transcription and categorization of the interviews

Focus group discussion:

- Think tank: economists, transfer-experts, scientists
- Interview analysis
- Filtering of criteria for successful transfer
- Supervise 4 concrete transfer activities and evaluation of the criteria

THE TRANSFER-MODEL OF THE UNIVERSITY OF GREIFSWALD (OVERVIEW)



Gottschling, Werner, Hoffmann & Seiberling, 2010

THE TRANSFER-MODEL OF THE UNIVERSITY OF GREIFSWALD

1st check

Transfer Object (idea):

- State of development
- Level of innovativeness
- Market potential
- Time to market
- Finance requirements

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- Patent status
 - Kind of commercial utilisation

Involving a **mediator organization**, e.g. Centre for Research Support (ZFF)

- preview
- high
- market size, market growth, compatibility
- dependent on the object
- dependent on the object
- optional, increase of attractiveness
- e.g. technology vs. services

THE TRANSFER-MODEL OF THE UNIVERSITY OF GREIFSWALD

2nd check

Transfer agent (university):

- Financial resources
- Technical environment
- Human resources
- Cooperative partners
- Access to subjects

mediator organization:

- development of a business plan
- arrange a timetable
- preparation of an application

- general resources
- equipment, state of the art
- qualification, skills, know-how
- internal and external
- if necessary

THE TRANSFER-MODEL OF THE UNIVERSITY OF GREIFSWALD

3rd check

Demand environment:

- Market demand
- Market situation
- Potential for increase in demand
- Competitive environment

mediator organization:

- market analysis
- competitive analysis

→ market analysis

→ competitive analysis

THE TRANSFER-MODEL OF THE UNIVERSITY OF GREIFSWALD

1st transfer stage

Transfer marketing:

- In relation to the idea
- In relation to the institution (university, institute etc.)

mediator organization:

- marketing activities
- event management

- competitions
- flyer / booklets
- homepage
- conferences / workshops

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2nd transfer stage

Transfer recipient:

- Employees in research and development
- Equipment
- Practical experience
- Marketing expertise
- Geographic location
- Diversification
- Business strategy

mediator organization:

- searching for cooperative partners
- finding financiers
- making contacts

→ The commercialisation of research results: from the transfer object to the transfer media

THE TRANSFER-MODEL OF THE UNIVERSITY OF GREIFSWALD

Transfer result

Transfer media

- knowledge
- commodity
- services
- methods
- active substances

mediator organization:
- support

- spin-off
- patents / licences
- publications
- demonstration

DISCUSSION

- > The presented transfer model provides criteria for successful transfer processes.
- > The criteria are as specific as necessary and as general as possible, so the model is applicable to different fields of research.
- > Mediator organizations are an important institution to compensate for scientists' prevalent lack of “economic knowledge”.
- > Suitability and success of a transfer model are dependent on regional research and support structures.
- > There is no transfer model that is able to guarantee the success of commercialization, but it helps to structure the process and to optimize the chance of success.

THANK YOU FOR YOUR ATTENTION!

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