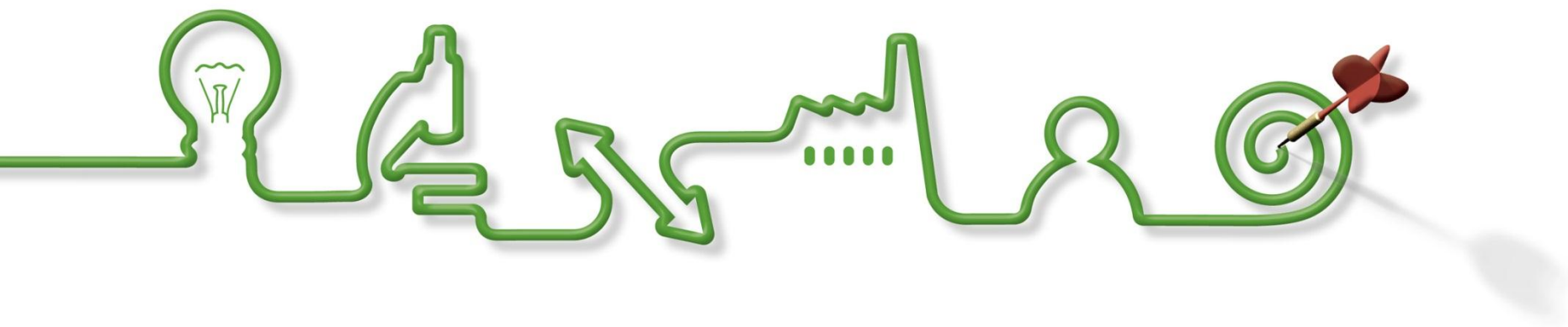


**Bridging the Gap Between Research and Industry...**

# **AREA Science Park Services: Technology Commercialisation and Innovation Activities**

**Stephen Taylor  
Director of Technology Transfer  
AREA Science Park  
Trieste, Italy**





# Science and Technology Parks

A unique role: ***Technology Commercialisation and Innovation*** to drive development

**Bridging the gap between research and industry**

**Helping researchers to extract the true value of their research results**

**Enabling businesses to find research solutions they need to create products and services that will succeed in the market**

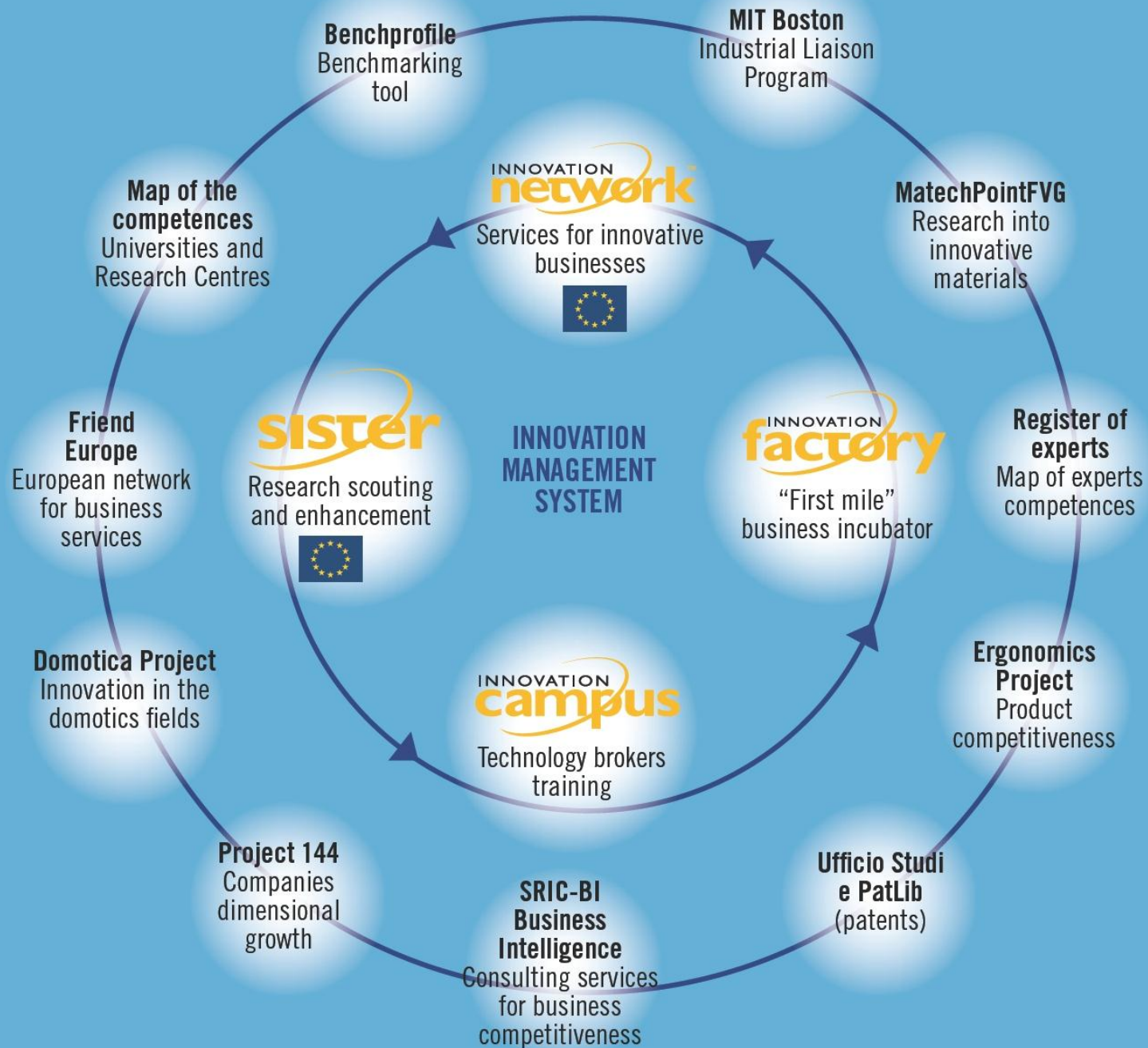
**Encouraging and facilitating the creation of new businesses**

**Creating high quality, high value employment opportunities**

**Driving economic growth**

**Improving the quality of life of citizens by bringing useful innovations to market**





# From idea to market

RESEARCH

COMPANY

MARKET



IDEA

DEVELOPMENT

PRODUCT



## Final customer

Small (and medium) enterprises with a “problem” to solve, lacking research capability and a direct channel of communication with Research Centres

## Goal

Increase access to research to facilitate and improve innovation for SMEs

## Methodology

We developed a network of “Competence Centres” specialized in the most important economic sectors. The functions of our “Competence Centres” are to:

- monitor and assess companies’ innovation needs  
→ how? we meet entrepreneurs “face to face” to thoroughly understand their real needs
- match technology and innovation demand with competences and solutions  
→ how? through an established network we can rapidly connect the entrepreneur to the right experts
- provide companies with reliable and independent support for innovation  
→ how? by defining and managing a tailor-made innovation project we help the experts to develop the solution which fully meets the need of the entrepreneur





LP

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FINANCIAL  
PROBLEMS

CON



# THE COMPETENCE CENTRES

**BUSINESS  
PROCESSES**

**PLASTICS &  
NEW MATERIALS**

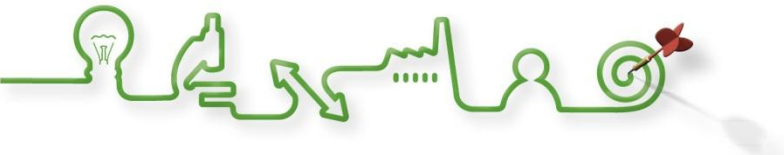
**SHIP AND BOAT  
BUILDING**



**WOOD AND  
FURNITURE**

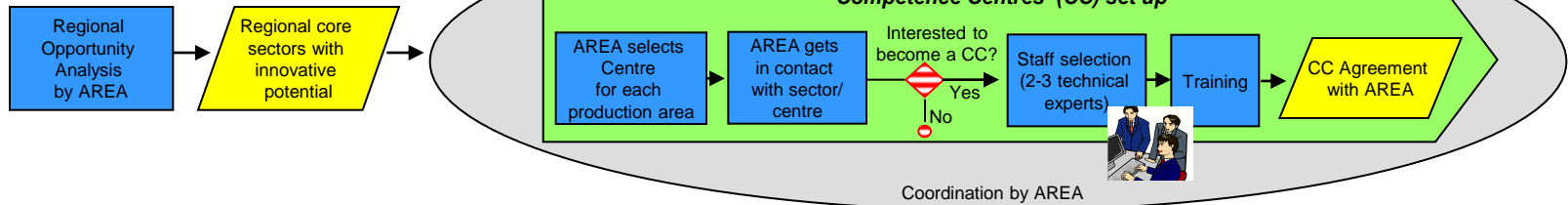
**AGRICULTURE**

**ENERGY**

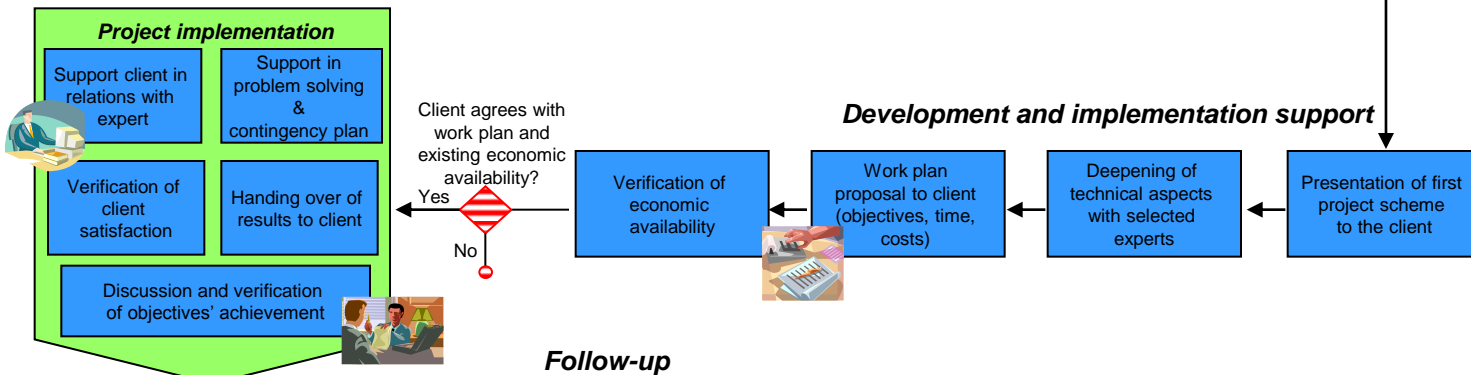
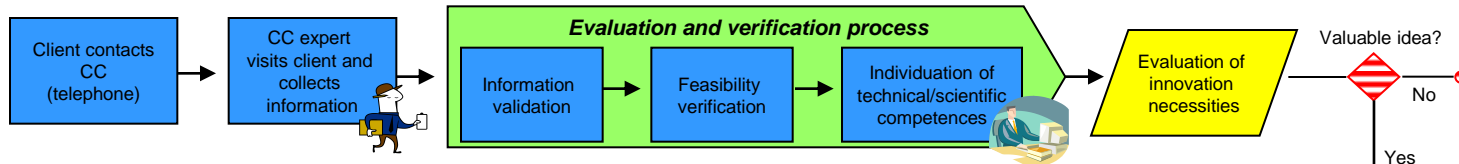




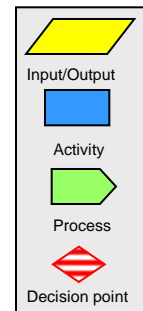
## Network set-up



## Idea verification and evaluation



## Follow-up





## **Final customer**

Researchers from universities, public and private research centres, who want to increase the economic returns of their research results.

## **Goals**

Add value to the research developed: effective scouting, enhanced exploitation of results and rapid transfer of research results to market

## **Methodology**

Our SISTER method is a two-step structured process for scouting and exploiting research results and for improving their transfer to market

→ how? using our extensive network of connections within universities and research centres and our in-depth knowledge of Small and Medium Enterprises in our region

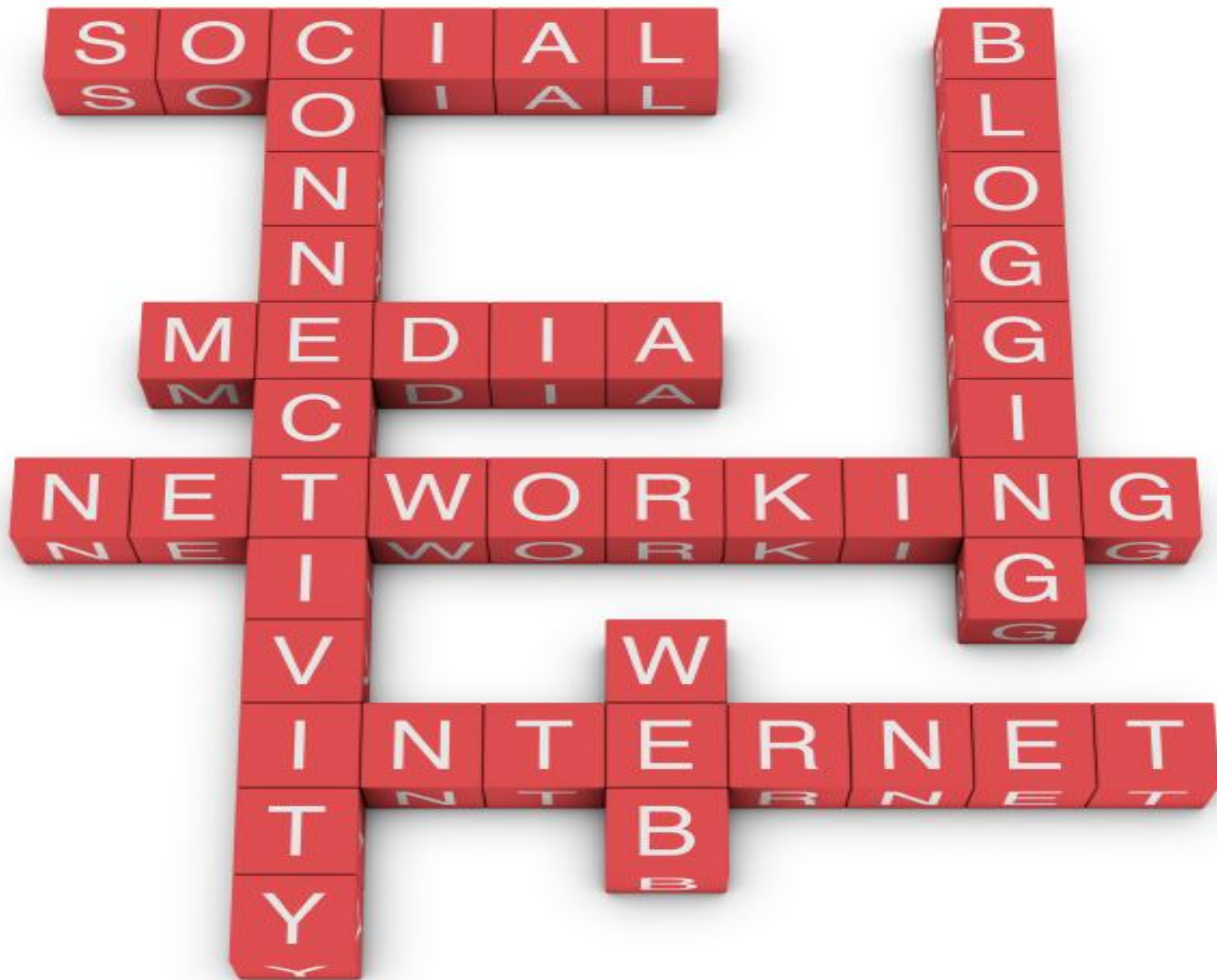
In the first step the research results are checked and validated

In the second step three exploitation alternatives are available:

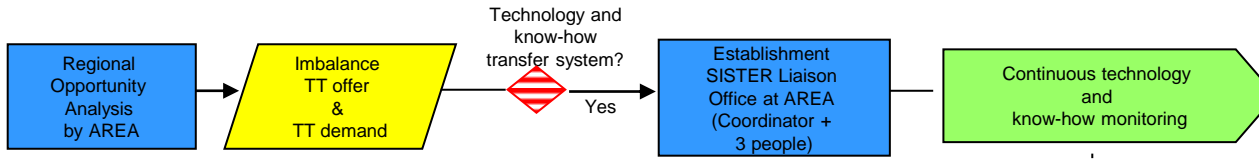
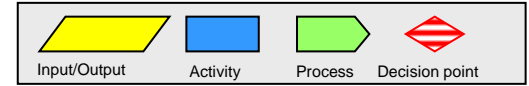
1. Transfer the findings to an established company
2. Create a partnership between research and industry for further development
3. Creation of a research spin-off company



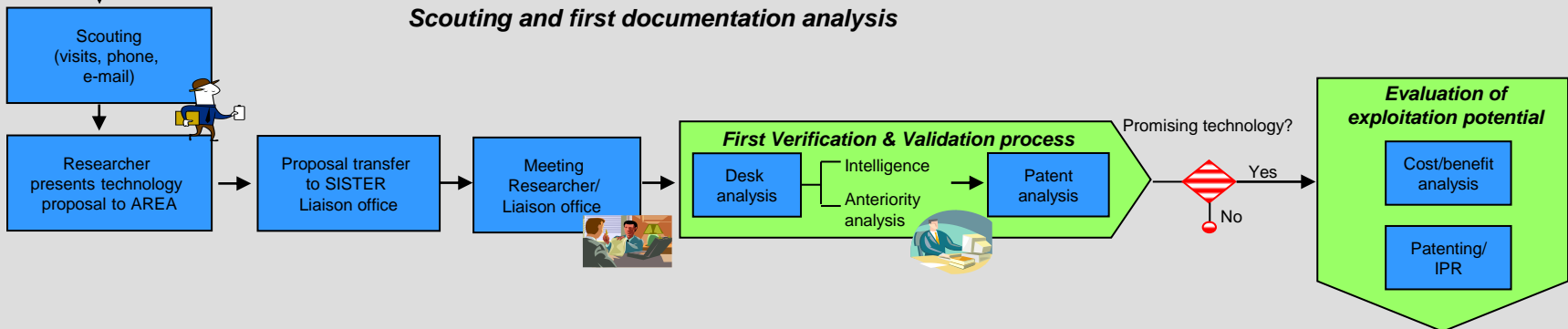




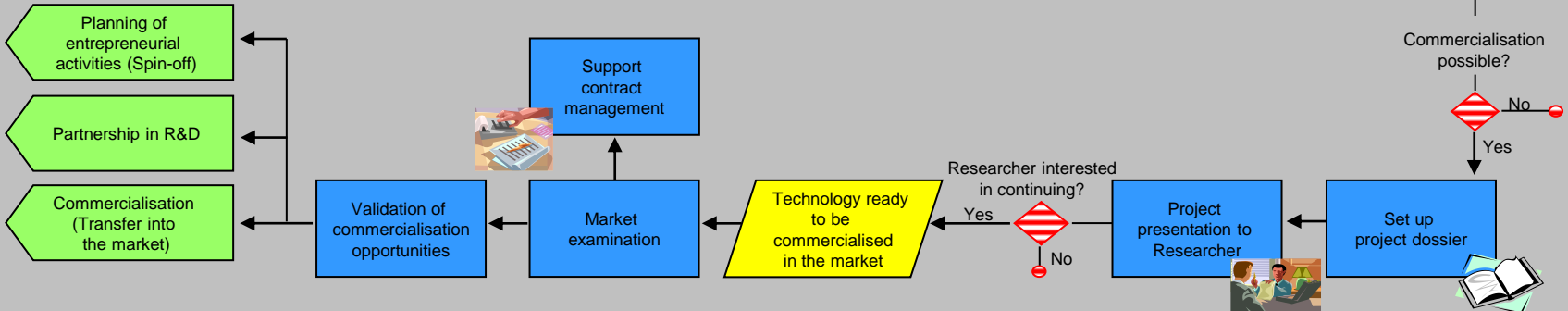
# SISTER – Liaison Office



## Scouting and first documentation analysis



## Planning of technology exploitation track





## **Final customer**

Researchers from public and private sectors who have new ideas to bring to market

## **Goal**

To take an idea and turn it into a new and innovative enterprise with a sustainable future

## **Methodology**

While incubators usually support companies that are already established, the distinctive feature of our Innovation Factory is to support ambitious, “would-be” entrepreneurs who are interested in creating their own business. We work with them to transform an innovative idea into a successful business through R&D, management and financial support in the earliest stages.

Our methodology provides:

- Identification of entrepreneurial initiatives that will be hosted
- Assessment of Needs, Approach, Benefits and Competition (NABC) by a Technical Committee composed of Entrepreneurs and Managers
- Development support (managerial, technical, technological, etc.)
- Financial support of the initiatives;
- Incubator services





## **Final customer**

People working in new technology transfer offices who need concrete results from their activities

## **Goals**

Train the technology commercialisation and innovation experts of the future in the application of the unique methodologies developed by AREA

## **Methodology**

Our Innovation Campus, which is located in our headquarters in Italy, offers advanced training courses, specialized training in specific areas, a summer school, and consulting for operational projects and technology transfer.

Most importantly we place participants in an environment where technology transfer methodologies are not just studied in the abstract, they are developed and applied on a daily basis. This is full immersion technology transfer training!





VISION

VISION  
MISSION  
MANAGEMENT  
OFFICE  
SUPPORT  
GLOBAL  
MODEL  
COMMUNICATION  
MONEY  
NETWORK  
SHARE  
BUSINESS  
RESEARCH  
VALUE  
GENERATION  
MARKET  
IDEAS  
SEARCH  
CAPITAL  
PRICE  
NEW  
INDUSTRY  
SALES  
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SALES  
MARKET  
COMMUNICATION  
MONEY  
WORLD  
COMMUNICATION

CAPITAL

PROFIT

BARTEF

VISION

# Thank you! Questions?

## Stephen Taylor

Director of Technology Transfer Department

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