



UK SMEs and RTDs working together

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University of Bedfordshire

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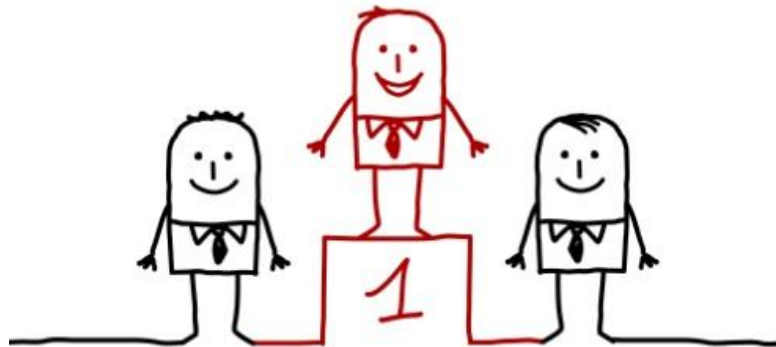
Overview

- Intro to FP7 and other EU funding
- Workshop activity...the journey
- Help...the manual

Why do SMEs participate in R&D Projects?

To gain access to the results of R&D in order to:

- Improve their existing products
- Strengthen their position in the market
- Diversify and create new products
- Acquire knowledge, know-how, etc.



R&D Opportunities for SMEs in FP7

SMEs with research capacity

Cooperation Programme

- Thematic Areas
 - Health
 - Food, Agriculture and Biotechnology
 - ICTs
 - Nanoscience, nanotechnology, materials and new production technologies
 - Energy
 - Environment
 - Transport
 - Socioeconomic science and humanities
 - Security
 - Aerospace

SMEs with limited/no research capacity

Capacities Programme

- Research for SMEs/ Associations
- SMEs subcontract R&D activities to RTD Performers
- SMEs are the beneficiaries and the owners of the results (Intellectual Property)
- “Bottom-up” approach



FP7: Improvements for SMEs

- FP7 (2007-2013) budget earmarked for SMEs:
€1266 million
- Improvement in the support for SMEs: level of financing (EC Contribution) for SMEs has increased from **50% to 75%**
- Special Transitional Flat Rate (indirect cost)- **60%**



Opportunities in Health and ICT

- http://cordis.europa.eu/home_en.html
- <http://cordis.europa.eu/fp7/dc/index.cfm>
- UK National Contact Point (Health) Graham Hughes, BETA Technology,
graham.hughes@betatechnology.co.uk
- UK National Contact Point (ICT), Peter Walters,
pwalters@tuvnel.com or ict@fp7uk.co.uk

Other R&D opportunities

- Eureka <http://www.eureka.be>
- EUROSTARs <http://www.eurostars-eureka.eu>
- COST <http://www.cost.esf.org/>
- Competitiveness and Innovation Framework Programme (CIP)
http://ec.europa.eu/cip/index_en.htm
- Research initiatives of the European Institute for Innovation and Technology <http://eit.europa.eu/>
- Etc.

Outputs for SMEs involved in projects

- ✓ Increases in productivity
- ✓ Increases in skills and know how
- ✓ Increases in quality of products/services
- ✓ Increases in no. of high tech employees
- ✓ New to company products/services
- ✓ New to market products/services
- ✓ Exports
- ✓ Access to patents/designs/trademarks



Further outputs ...

- Extension of markets {NB- relationships in new countries through the project}
- Additional roles in the project {additional funding to that anticipated}
- Increased company competence in managing large projects



Additional benefits reported by SMEs

- Closer collaboration with partners
- The valuing of established collaborations with universities
- Intensification of international contacts
- New facilities
- One SME reported that the project came at a time when the market grew threefold so it was very timely

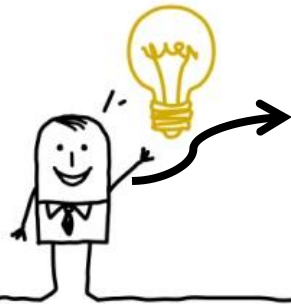


Benefits continued...

- Know-how to design products
- Implementation of new product
- Discussions and experience during the project meant faster development of subsequent standards
- Results can be archived for later implementation
- Acquire new know-how for future patents



Life Cycle of an R&D project



proposal stage

negotiations stage

implementation stage

post-project stage



use diffuse



"Make European Research Work For Your Company"



...FOR BUSY PROFESSIONALS

Guide to the Use and Dissemination of Research and Development results



So what's involved?

- An exercise
- You are going on a 2-3 year trip
- When you arrive there is the opportunity to make some money



Travel in good company

- Motivations, roles, expectations



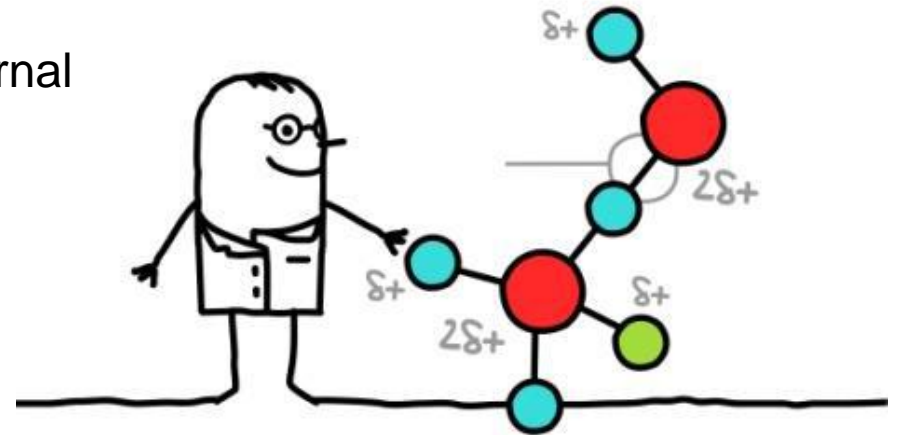
RTDs as partners... which type?

Types of RTD Performer

Type 1 - RTDs who are focused on invention disclosures, PhDs, patents, licensing income, spin off businesses

Type 2 - RTDs who are focused on positive cost/benefit analysis, subsequent funding

Type 3 - RTDs who are focused on journal articles, expert evaluation of outcomes/project, ongoing or new collaborations



UK RTDs are measured on...

- Research Quality
- Research Environment
- Research Impact

Open Innovation 'Capacities programme' means that research outcomes will reside with SMEs, so why should RTDs participate?

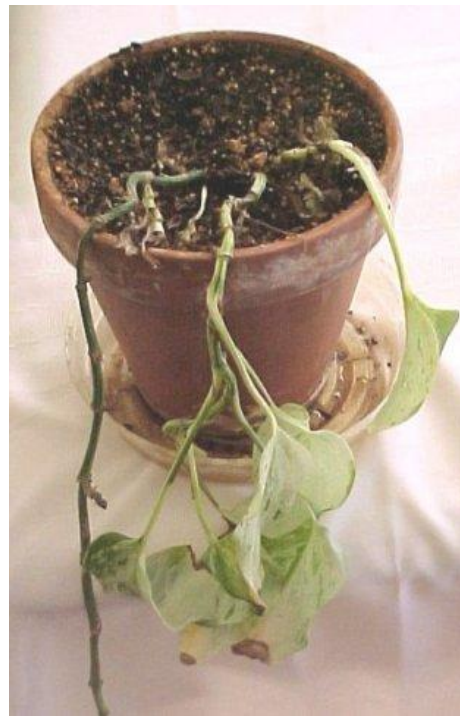
Project dissemination activities can relate to research quality and can also demonstrate impact, while project funding can bolster research environment through provision for additional PhDs

Check out your destination

- Do we all agree where we are going and why we are going there?
- If the destination is novel who gets the glory for thinking of it? {IP}
If the route is novel, who gets the glory for thinking of it? {IP}
- What will it cost me to get there {costs}?
- What do I need to take with me {skills}?

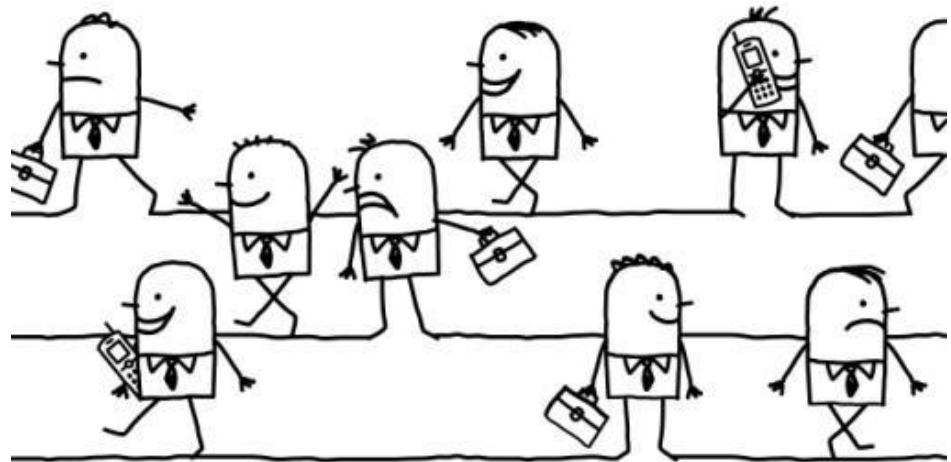
And...back at home

- What needs to be looked after back at base while we are away? {Resource management}



Know what to expect when you get there

- Who will make money when they get there?
- How will they make money?
- Exploitation agreement



Get a good map

- Agree a project plan
- Agree who is doing what during the journey
- Agree who is doing what at the destination
- Agree who is sending postcards – dissemination plan
- Agree a process to manage changes to the route
- You'll need a good map reader – 'coordinator /project manager'



Contingency arrangements

- Plan for the unexpected: delays, unexpected costs



Protect the valuables you carry

- Sideground Intellectual Property (IP)
- Foreground IP



Protect the valuables you leave at home

- Background IP



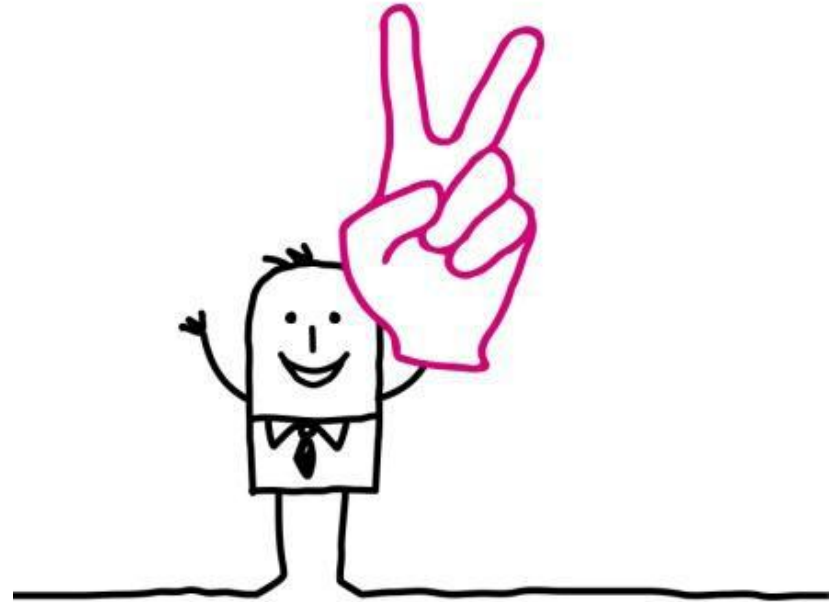
Send postcards while you travel

- Disseminate – tell people where you are going



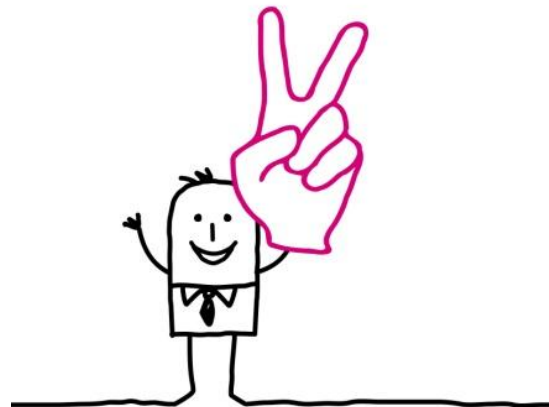
Send postcards when you arrive

Disseminate subject
to the exploitation
agreement



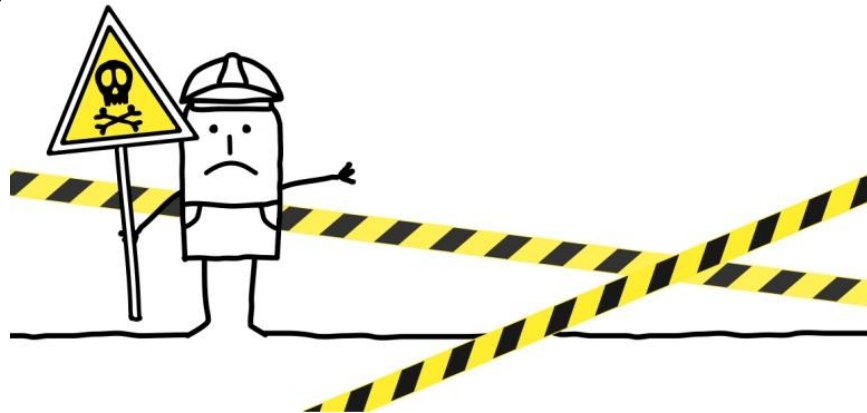
Project Key Success factors

- ✓ Motivated people on the project
- ✓ Technology achievements
- ✓ Good project management
- ✓ Cultural understanding
- ✓ A clear agreement on ownership of outcomes



Barriers to Project Success

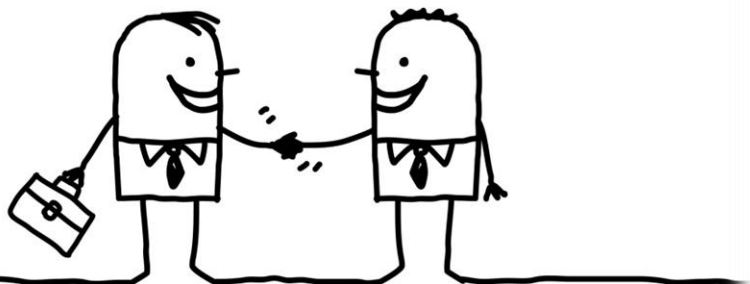
- Technology difficulties
- Delays with advanced payments from the EC
- Market issues, e.g., fragmentation, time to market
- The collaboration process
- Financial management and administration of the project



In summary...

- You'd find out who your travel companions are
- You'd check out your destination, and then you'd pack the things you need accordingly and arrange your travel budget
- You'd have some expectations about your destination
- You'd make sure you had a good map to help you find your way
- You'd make contingency arrangements in the event of any delays in reaching your final destination
- You'd make sure you had insurance and your valuables were protected while you were travelling
- You'd send out messages or postcards when you got there to share the joy of arrival and promote the destination itself

UK Best Practice Projects



Case Study 1

.... UK SME coating company accesses cutting edge technology via European collaboration

SME: Tecvac Ltd.

Project: DUBIOP



Case Study 1- The project

The **DUBIOP project** centred on the development and testing of a novel 'tpn' duplex coating process to enable more biocompatible prostheses and wider use of weight and energy saving alloys in a wide range of industries.

EUREKA Project

Start-end date: 01.02.2006- 31.07.2008



Case Study 1- The benefit

“...it has been very successful...It has led to a project {SMART-HIP} which has been funded by the TSB {UK Technology Strategy Board}, so the information we gained in DUBIOP we’ve been able to build on that...we’ve applied for a patent...its going well.

.... One of the advantages of working with partners abroad is that you get the benefit of their knowhow.”

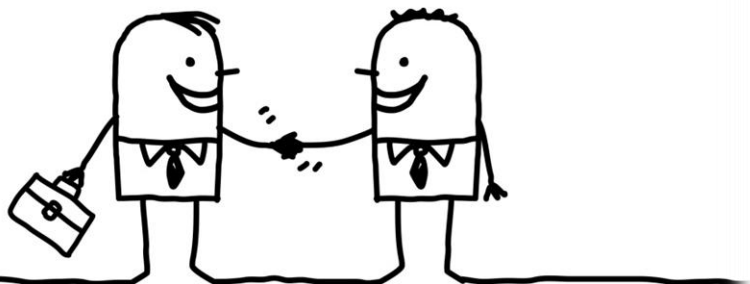
Dr. Jonathan Housden

Head of Research and Development

Tecvac Ltd.



UK Best Practice Projects



Case Study 2

**UK ICT SME accesses core technology
and new markets**

Company : C3 Amulet

Project: AVERT-IT



Case Study 2- The project

The UK software company developed an application to predict the occurrence of arterial hypotension based on an understanding of the association between multiple patient parameters and arterial hypotension (sudden drop in blood pressure).

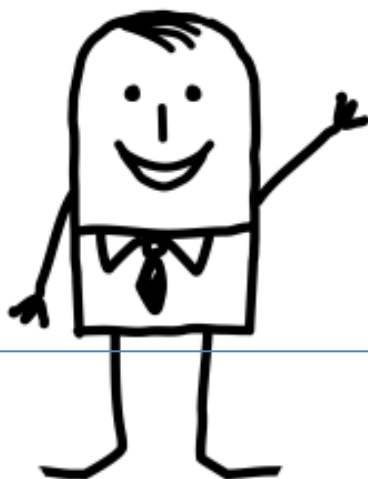
FP6 Project

Start-end date: 01.01.2008 - 1.12.2010



Case Study 2- The benefit

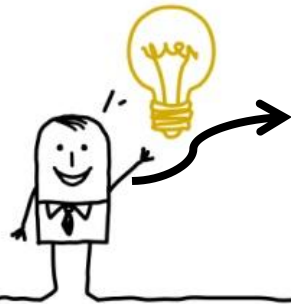
“The Avert-IT project brings together C3’s expertise in transforming device level data and the Universities’ expertise in patient care, enabling the drive to evidence based medicine through monitoring and analysis.”



**Mr. Steve Reeves, Exploitation Manager
C3 Amulet**



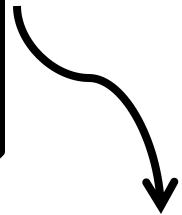
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