



Европейски Ден на Предприемача
2017

Technology Commercialization Best Practices

Добри практики за комесиализация на научни изследвания

Petko Ruskov, PhD
Co-founder and CTCO
The Edge: Research and Business Development



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*“Knowing is not enough; we must apply.
Willing is not enough; we must do.”*

Goethe



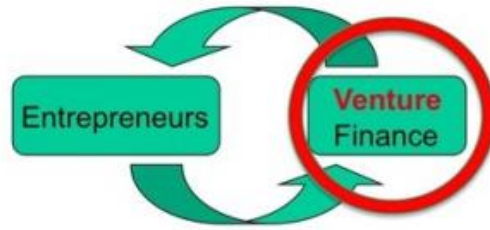
Our Best Practices

- Technology Entrepreneurship, Intel/UC Berkeley
- Global Commercialization Group, University of Texas at Austin
- GLOBAL COMMERCIALIZATION CENTER, KAIST Korea
- JAB Spin-off The Edge: Research and Business Development

Technology Commercialization Best Practices

1. **Intel/UC Berkeley, NSF I-Corps**
(http://www.nsf.gov/news/special_reports/i-c)
2. **Global Commercialization Group (GCG)** at the IC2 Institute, a think tank at the University of Texas at Austin, (<http://ic2.utexas.edu/.orps/>)
3. **KAIST GLOBAL COMMERCIALIZATION CENTER THE WORLD'S LEADING CENTER FOR GLOBAL COMMERCIALIZATION**
<https://gcc.kaist.ac.kr/html/en/>
4. **KTRS система (Kibo Technology Rating System) в Корея**, разработена от KOTEC (Корейска технологична финансова корпорация)
5. **Изследователския център IVC** на Израел хай-тек индустрията
(<http://www.ivc-online.com/>).
6. **The Edge: R&BD**

Silicon Valley Innovation Ecosystem



Motivation



Mgmt Tools



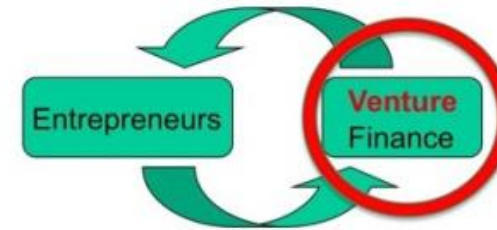
Culture



Infrastructure



China Innovation Ecosystem



Motivation



Mgmt Tools



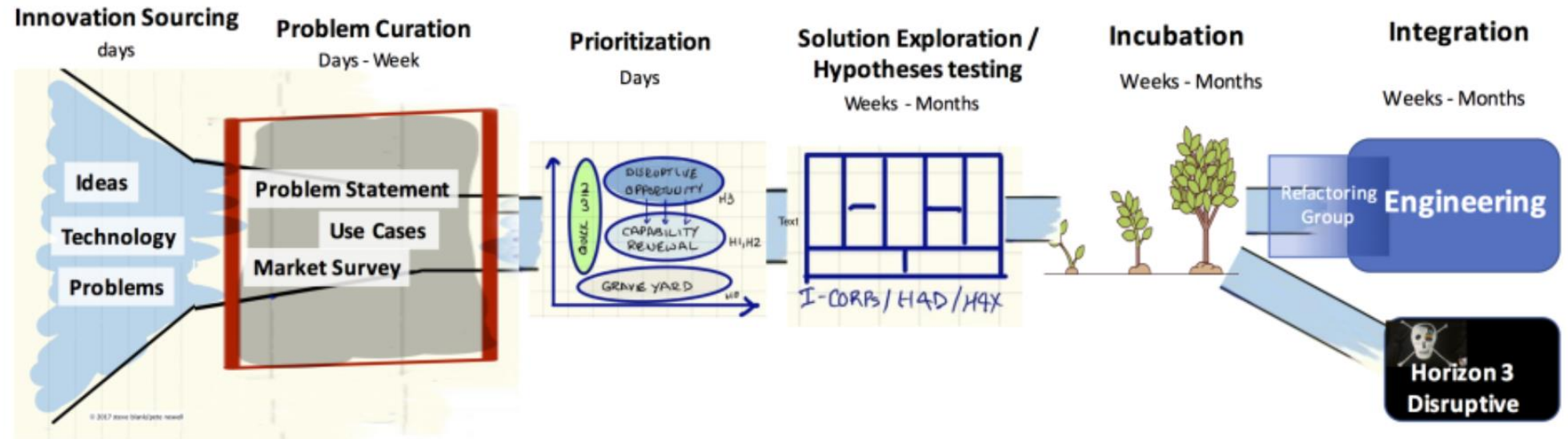
Culture



Infrastructure

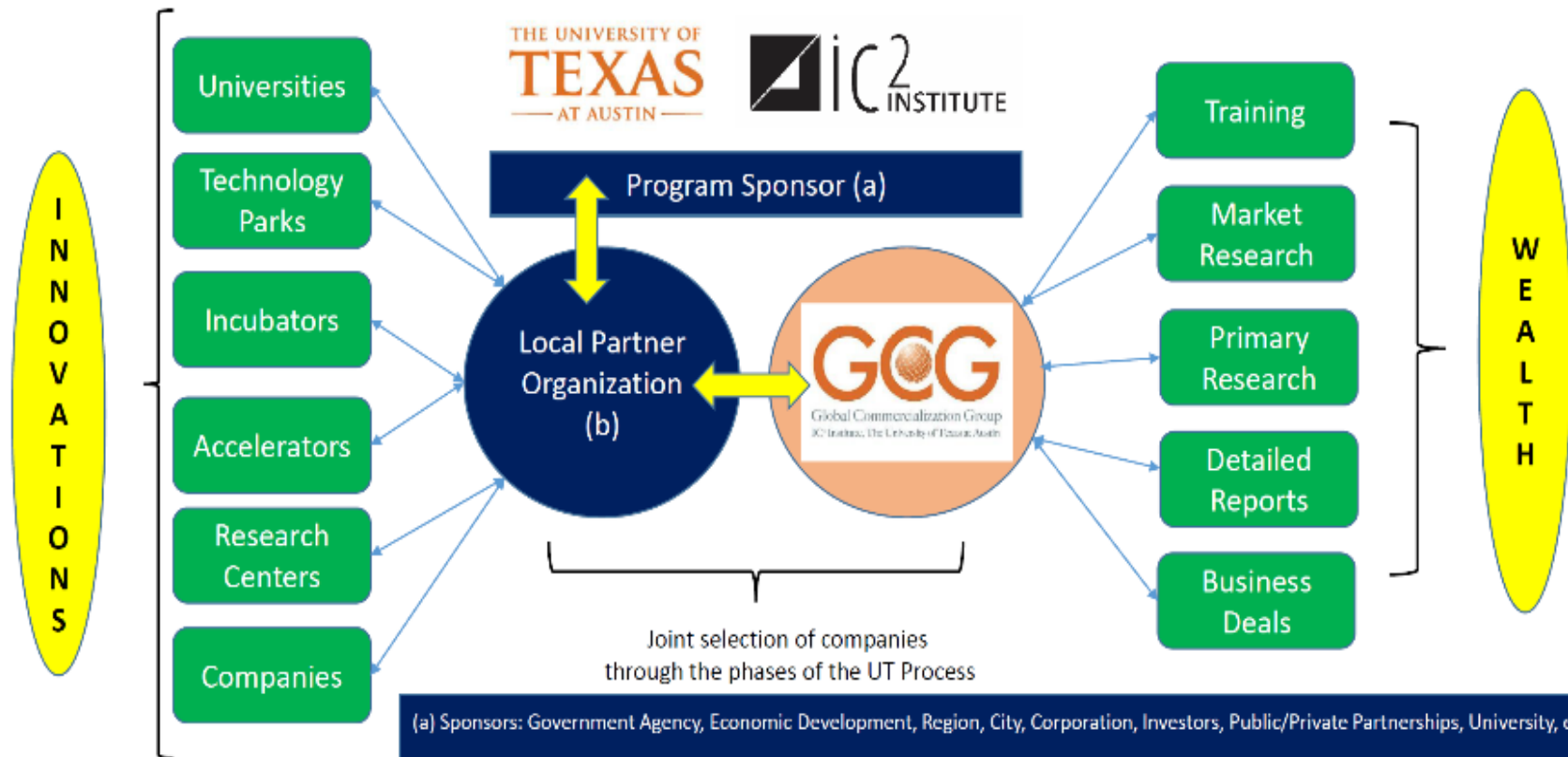


1. A canonical Lean Innovation process



<https://medium.com/@sgblank/how-companies-strangle-innovation-and-how-you-can-get-it-right-854e6d13c7f0>

2. Global Commercialization Group (GCG) at the University of Texas at Austin



(a) Sponsors: Government Agency, Economic Development, Region, City, Corporation, Investors, Public/Private Partnerships, University, etc.

(b) Partners: University, Group of Universities, National Institute, Science Park, Accelerator, Consortium, Techno Transfer Office, etc.

Summary of the GCG Global Technology Commercialization Process

Reducing risk at each step



Only GCG goes further and utilizes its findings from innovation discovery and market research work to contact international parties and facilitate agreements, partnerships, or sales for the innovator.

Provide proactive business development mentoring for market entry

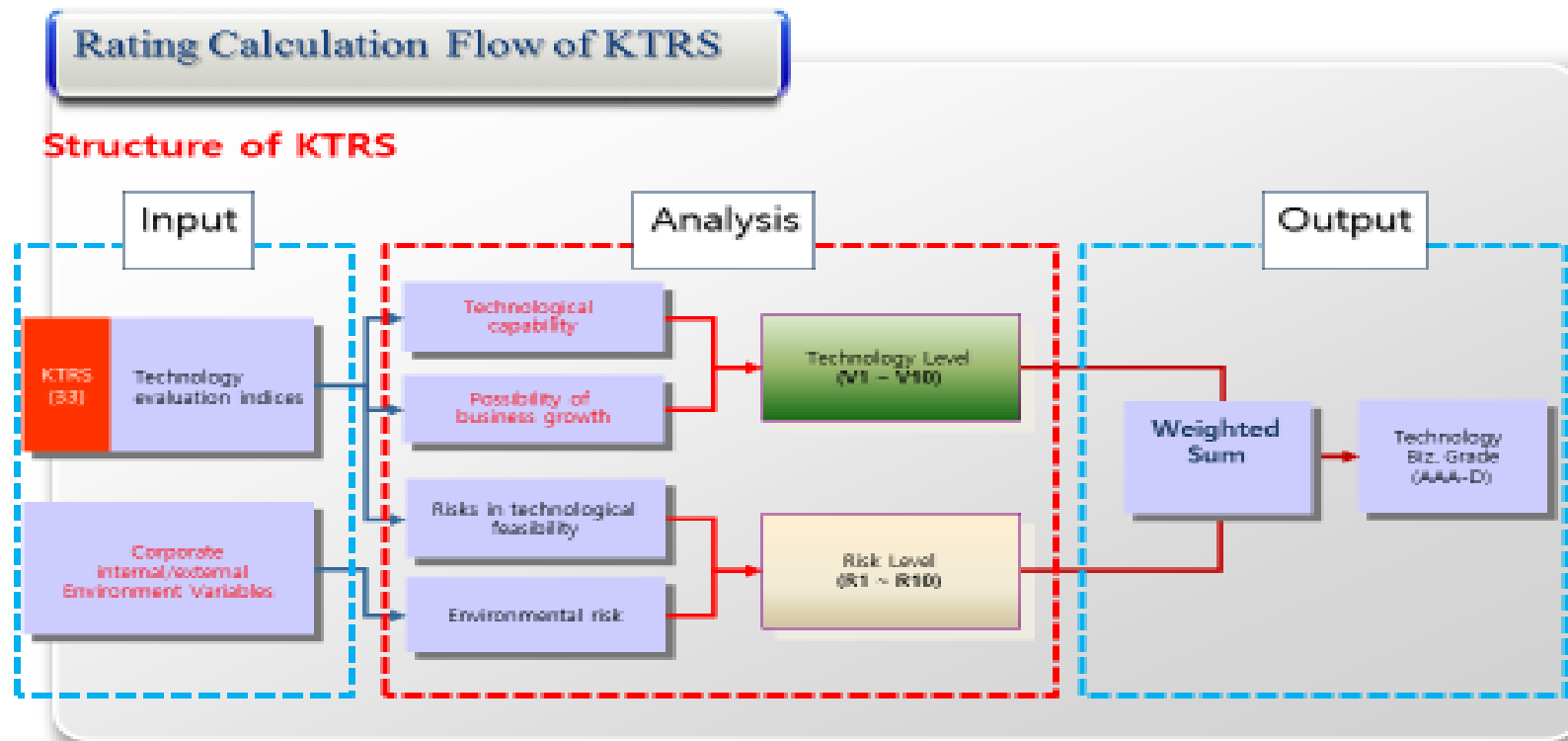
<http://ic2.utexas.edu/global/>

3. GSS KAIST Korea



4. KTRS Korea

2. Illustration of KTRS



5. IVC Israel

The screenshot shows the IVC Research Center website. At the top is a blue navigation bar with links: Home, Industry Analytics, My IVC, Research Center, Products and Services, About IVC, and Events. Below the navigation bar is the IVC Research Center logo and a search bar with a 'Go' button and an 'Advanced Search' link. On the left, there is a 'Sign In' form with fields for E-mail and Password, a 'Remember Me' checkbox, and links for 'Forgot Password?' and 'Sign Up'. In the center, there is a large grey area with a puzzle piece icon and the text 'Click to enable Adobe Flash Player'. Below this are three main content sections: 'Investors' (online venue for investors and companies), 'Startups' (gain info and insights on VC funding), and 'Service Providers' (promote products and services). At the bottom, there are sections for 'IVC Research Center' (listing 'IVC-ZAG VC Survey Q2 2017' and 'Israeli VC Fund Raising 2016') and 'IVC-TV Presents' (featuring 'VRHealth. Redefine Th...' and 'VRPhysio'). On the right side, there is a vertical sidebar with a 'Buy Online >' button, the 'Israel High-Tech Yearbook 2017' logo, a photo of a woman in a hallway, the date '25.10.2017 Hilton Tel-Aviv', and a dark blue box with the text 'Your startup needs an office to grow'.

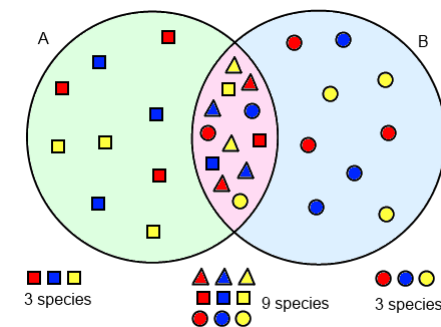
6. *The Edge: R&BD*

The Edge Effect

An ecological concept that describes how there is a greater diversity of life in the region where the edges two adjacent ecosystems overlap, such as land/water, or forest/grassland.

At the edge of two overlapping ecosystems, you can find species from both of these ecosystems, as well as unique species that aren't found in either ecosystem but are specially adapted to the conditions of the transition zone between the two edges.

Petko Ruskov, VSIM:16



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Edge Opportunity

What do our different types of customers want (or need)?

What could or should our solution include?

Which of our assets would others value and why?

This framework is **competencies-based** (inward out) rather than **needs-based** (outward in), and much more naturally centers on the customer — the absolute key to any profit-expansion effort. It is the best vantage point from which to begin a search. When you review a business this way, in the context of the three types of business ecotones discussed earlier, you orient the process to identify three corresponding types of opportunities.

We call these *product edges, journey edges, and enterprise edges.*



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JA Bulgaria Introduction

- Leading organization with established reputation for providing **innovative, cutting-edge education to students from kindergarten to university**
- The educational portfolio includes programs in three thematic areas: **entrepreneurship, financial literacy and employability skills**
- Applies philosophy based on the **“learning by doing” method, blended classroom and use of digital content and technologies**
- **Possesses strong R&D and R&BD competences**
- **A member of JA Worldwide and its regional operating centre JA Europe**



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JA Bulgaria Partners



TASTE THE FEELING®



PUBLICIS GROUPE



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JA Bulgaria Impact

- For the last 20 years JA has reached **over 300,000 young people, supported by 12,000 school teachers and 11,000 business volunteers**
- **JA alumni created 100+ real businesses and 1000+ new jobs** as part of the BSC and MSC entrepreneurship course – *"JA Startup Program"*



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Examples of Success Stories

DREAMIX

Komfo
SOCIAL MEDIA MARKETING AT SCALE

ENERGY

DYNAMICS



PhD Start-ups

GymZap



webmotion
digital agency

visagi smile

imaggga

emmo

karikaturi.bg

**ROI
MONKS**

espressimo.bg



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The Edge Introduction

- **A spin-off company of JA Bulgaria** aimed to fill-in the gap between innovative high-tech academic research in Bulgaria and its commercialization worldwide
- Aims to improve companies' competitiveness by using **open and disruptive innovation paradigm, lean startup and proven university business collaboration model**
- Offers the following services: **creative co-design, new technology and knowledge transfer, consulting, mentoring and others**
- Applies innovative techniques such as: **Lean LaunchPad education program, Design Thinking and modern methods for corporate intra-preneurship and "startup" mindset**
- Explores projects in the area of: **(i) ICT; (ii) agriculture; (iii) bio-design; (iv) energy efficiency/clean-tech; and (v) fintech**



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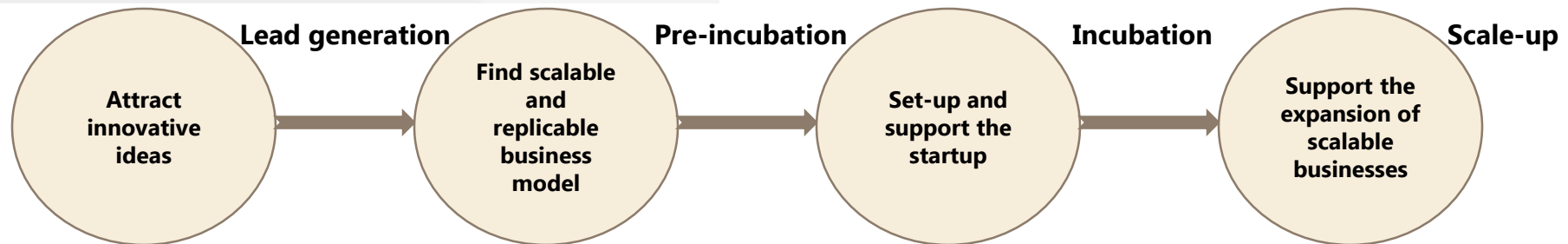
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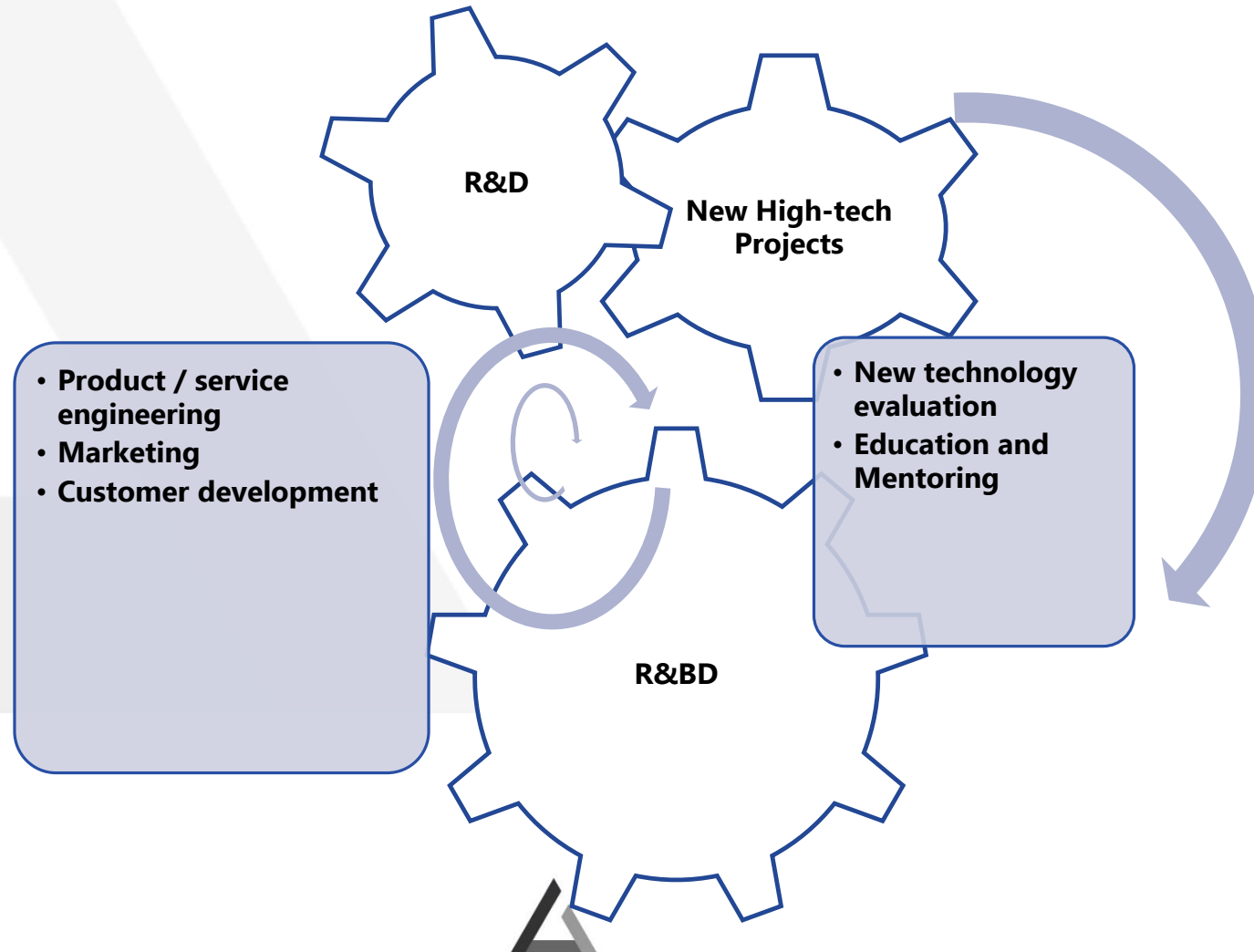
The Edge Objectives

- **Concentrated on attracting talent and investors** around hubs of excellence
- **Co-creating value at the edge between universities and business** through open and disruptive innovation paradigm
- **Transforms existing companies** into more competitive ones using innovation support tools

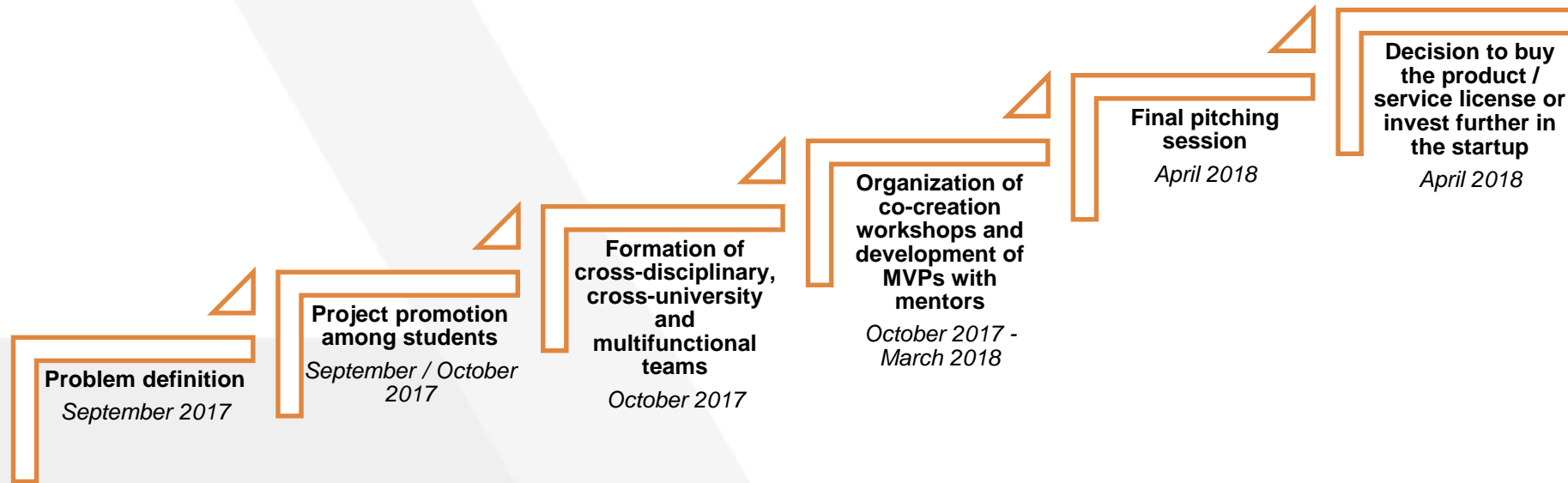
Scanning, motivating, co-building and growing new science business ventures, new startups and spin-offs:



The Edge Process Framework



Sample Process Scenario



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The Edge Competitive Advantage

- **Leverages on JA Bulgaria's established relationships with top international business organizations**
- Applies "best" practices from leading European, American and Korean universities/research organizations such as: **Innopolis Foundation, UC Berkeley and Texas University, GCC KAIST, European Institute of Innovation and Technology, JA Europe**



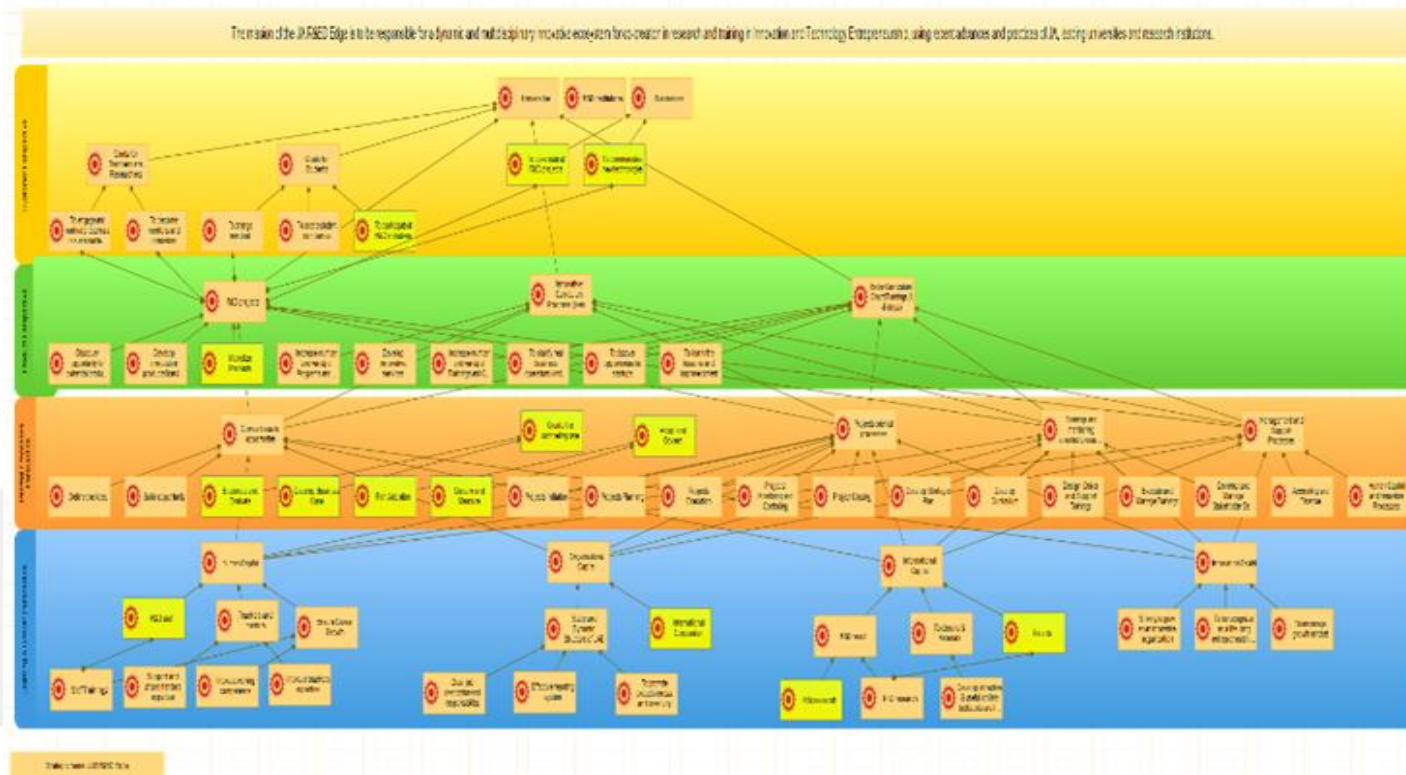
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The Edge Strategy



Strategy and Business Model for JA Bulgaria's R&BD Edge Spin-off Company, Petko Ruskov, Milena Stoycheva, Malvina Ilieva, 2ND CONFERENCE ON INNOVATIVE TEACHING METHODS (ITM 2017), 28-29 JUNE 2017, UNIVERSITY OF ECONOMICS VARNA, BULGARIA



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Partnership with GCC KAIST

- Already signed Memorandum of Understanding with **the Global Commercialization Center of KAIST University, South Korea**
- Interested in the area of commercialization of products from Bulgarian rose and lavender oil



Partnership with Damascena

- **Development of an overall strategy and business model for penetration into the global market** through innovation of existing processes and creation of added value for all
- **Distribution of Damascena's existing products on the South Korean market** through the network of GCC KAIST
- **Creation of new, high-technology and innovative products from Bulgarian rose and lavender oil** together with The Edge and GCC KAIST
- Assistance in **changing the approach towards the recruitment, development and retention of human capital**



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КОНЦЕПЦИЯ НА ПРОЕКТ „СЪЗДАВАНЕ НА ЦЕНТЪР ПО ТЕХНОЛОГИЧНО ПРЕДПРИЕМАЧЕСТВО И ИНОВАЦИИ (ТП&И ЦЕНТЪР)“



„Ди Едж развойна дейност и комерсиализация на технологии“ ООД
Катедра „Софтуерни технологии“, ФМИ, СУ „Св. Климент Охридски“
„Сдружение за НИРД“
„София Тех Парк“ АД

The Edge – Commercialization: return on investment and successfully enter new markets

The Edge: Research and Business Development connects partners to communities of academic experts and networks to make best use of the returns on the innovation investments. For commercial success, we do know and we are trying to apply:

- Our commercialization strategy;
- Local and global markets;
- Our academic and business partners collaboration processes;
- The terms of a deal that are the best for our organization;
- How to secure more R&BD funding;
- How to drive the most value from our innovation assets.



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धन्यवाद
Hindi

多謝
Traditional Chinese

ขอบคุณ
Thai

Спасибо
Russian

Gracias
Spanish

Thank
English

Благодаря
Bulgarian

شكراً
Arabic

You

Obrigado
Brazilian Portuguese

Merci
French

Danke
German

Grazie
Italian

多谢
Simplified Chinese

감사합니다

நன்றி
Tamil

ありがとうございました
Japanese



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