

## Project Partners

INRA-Transfert, France  
Méditerranée Technologies, France  
Barcelona Media, Spain  
Consorzio Pisa Ricerche, Italy  
Brussels Entrepise Agency, Belgium



## Funding Source

Trans2Tech is supported by the European Commission under the 6th Framework Programme - Innov7

## Funding

92.000€

## Project Period

01.09.2006 bis 31.08.2008

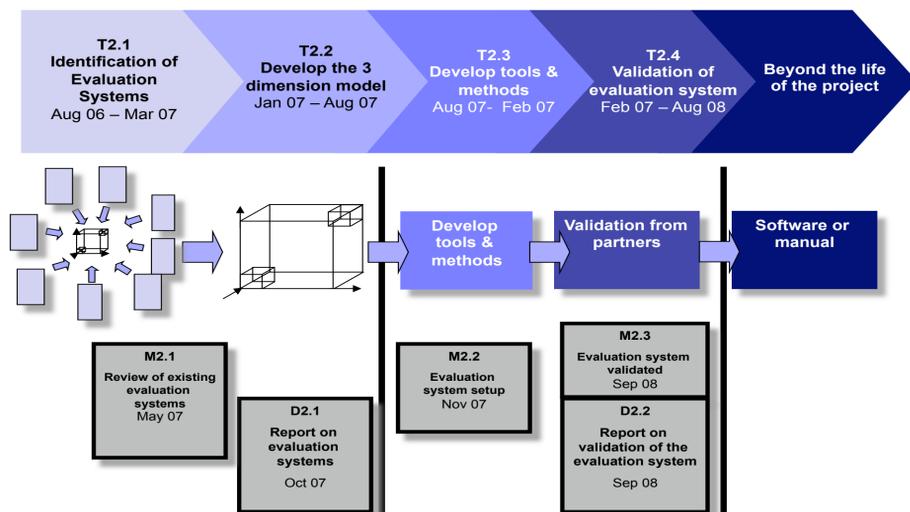
## Project Management

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## Initial Situation

University-industry relationships and commercialisation projects have significantly increased in recent times and provide an enormous potential to foster innovation, leading to the need to pay particular attention to the management of technology commercialisation processes. Universities are not just driven by the public view that they have a large responsibility and specific capability to support economic issues.



Rather, they are forced to commercialise their research competencies, capacities and results due to significant cuts in state support. One major component of commercialising research is picking the winners from the

wide range of research projects. In other words, an evaluation system is needed to assist the (1) identification and (2) development and resource allocation in order to provide more research projects that successfully go to market and succeed when they get there

## Objective and Assignment

Münster University of Applied Sciences and its project partners were assigned the task of fostering transnational technology transfer throughout Europe by improving the marketing of technologies at both the levels of supply and need. As part of the European Union's Sixth Framework Programme (Priority 5, "Research and Innovation Area), the project entitled Trans2Tech intended to strengthen linkages between the academic and private sector as well as intermediaries. Within this context, Münster University of Applied Sciences took over the work package of developing an evaluation system for the commercialisation potential of technologies coming from research.

## Procedure

The research team conducted comprehensive desk research to build a basis for the following empirical research. During this first phase, various technology evaluation systems, portfolio models and stage-gate processes were identified and evaluated with respect to its applicability in the technology transfer environment. Based on this review Münster University of Applied Sciences developed an evaluation system which has then been validated through three workshops in Barcelona (Spain), Pisa (Italy) and Münster (Germany). Following adaptations of the system based on the workshop feedback, criteria weightings of each phase have been quantified in an international online survey among technology transfer professionals.

## Results

The project resulted in a 3-dimensional technology assessment tool named TechAdvance™. The tool is primary based on 4 different components:

- 43 assessment criteria to be assessed
- A stage-gate process with 3 stages ('Opportunity Recognition', 'Opportunity Development', 'Opportunity Exploitation')
- Criteria weightings for each criteria in each stage
- A 3-dimensional model to position assessed technologies ('Market Attractiveness', 'Technology Potential' and 'People')

The developed tool helps to assess research projects with respect to its commercialisation potential. In addition, it allows the strategic development of these projects since the criteria act as a checklist for the commercialisation process with project issues being highlighted. TechAdvance™ can be used by inventors or researchers for self evaluation, by business development staff as well as experienced and independent professionals. The project results were published in a 'Technology Assessment Handbook'.

