

ortotip

Customize your world!

Svet po moji meri!
Customize Your World!

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Content

- “ Why a company?
- “ Is Ortotip a Spin-Off?
- “ Products
- “ Future



Ortotip's Background

- “ Founders »incubated« in an university, public environment
 - . Industrial projects requiring cofinancing,
 - . Interdisciplinary projects:
 - “ Medicine / Mechanical Engineering,
 - . Expertise in ALM alias 3DP



Triggers

- “ Acquiring a new research equipment in 2008
 - . First contact to venture capital
- “ Venture capital requires a partner in entrepreneurial (private) environment
- “ Public / Private partnership exists only in paper
 - . Extremely hard to establish in a dispersed management structure (public entities)
- “ No competent (e.g. decision-making) partner in public entities.



Spin-Off

- “ Corporate spin-off,
 - . a type of corporate transaction forming a new company or entity
- “ Government spin-off,
 - . civilian goods which are the result of military or governmental research
- “ Research spin-off or University spin-off,
 - . a company founded on the findings of a member or by members of a research group at a university



A research spin-off

- “ Companies that have an equity investment from a national library or university
- “ Companies that license technology from a public research institute or university
- “ Companies that consider a university or public sector employee to have been a founder
- “ Companies that have been established directly by a public research institution



Technology as a core business

- “ University environment does not encourage entrepreneurship
 - . It is not necessary (Don't repair if it's not broken logic)
- “ Protection of intellectual rights depends on inventiveness and skills of individuals that understand the potential of IP.
- “ Protection of IP requires an investment into IP
 - . E.g. a commercially interesting product
 - . Development of commercially interesting products is an unusual action in the university's environment
- “ Ortotip:
 - . A necessity to commercialize new technological possibilities
 - . Based on mastering of ALM



Support

- “ Governmental instruments
 - . Entrepreneurship encouragement
 - . Vouchers
 - . Educational support
- “ Other entrepreneurs
 - . Learn by other peoples±mistakes



Obstacles

- “ Lack of entrepreneurship knowledge
 - . Delivered by overeducated and underexperienced personel.
- “ Lack of IP protection knowledge
- “ Taxation system
- “ Incompetent governmental officials
- “ Underdefined and awkward calls



Product(s)

- “ Design and prototyping services
 - . Provides liquidity
- “ Medical devices, instruments and implants
 - . Strategic orientation
- “ Microdrive
 - . First commercialized medical instrument



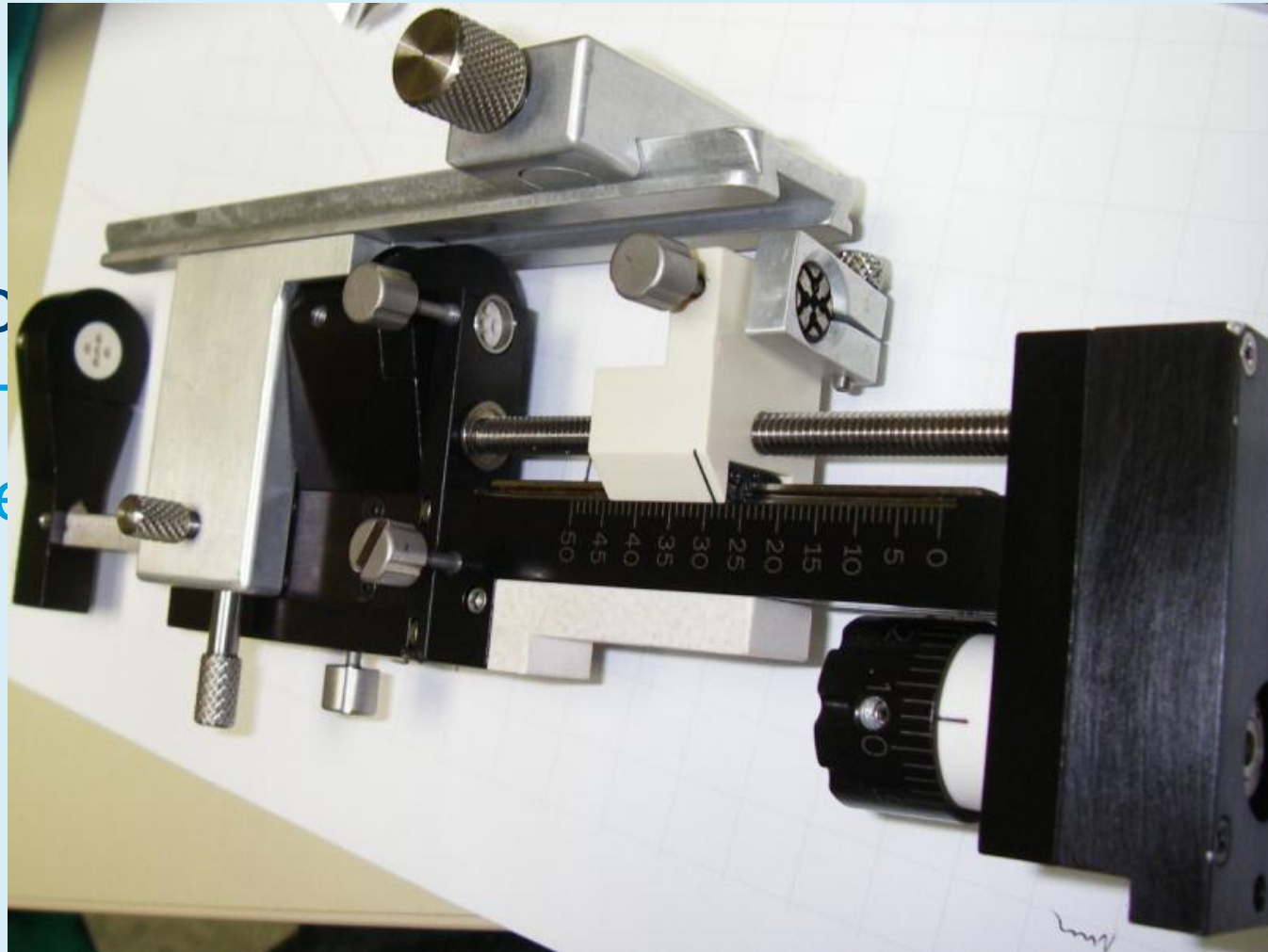
Microdrive

- “ Neurosurgical instrument
- “ Stereotaxy
- “ Used in DBS



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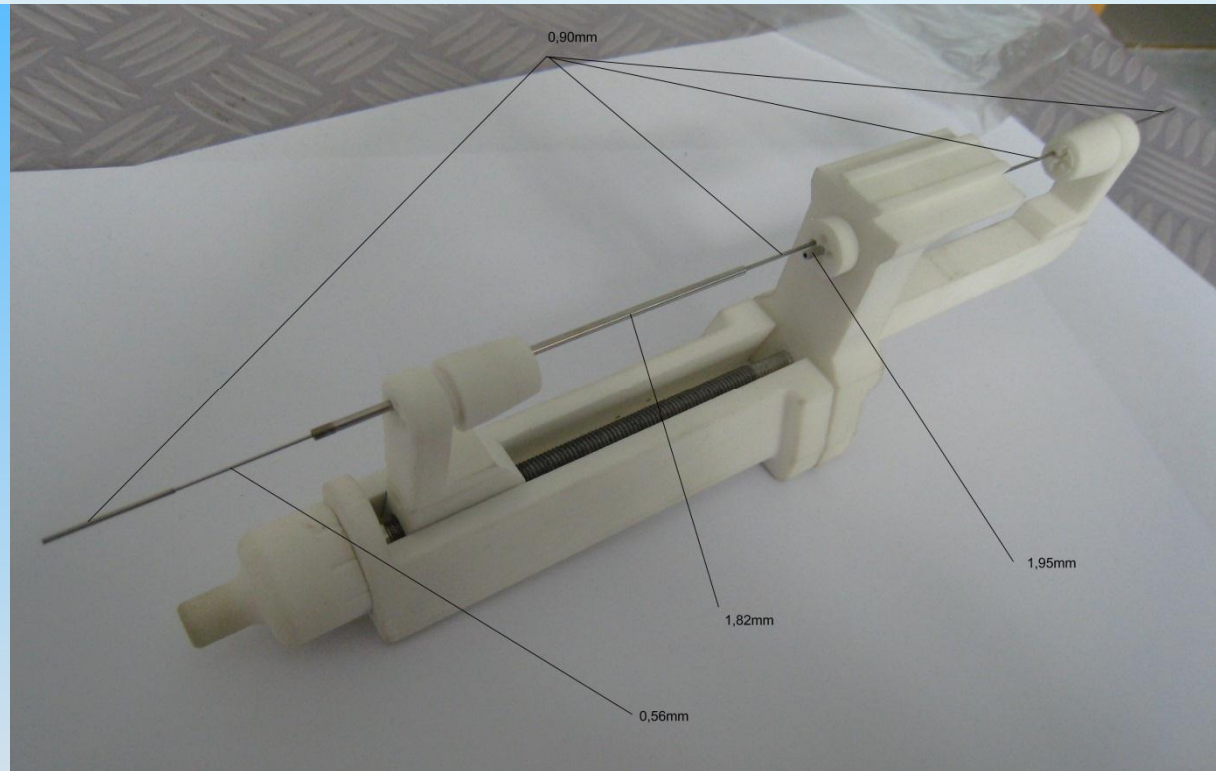
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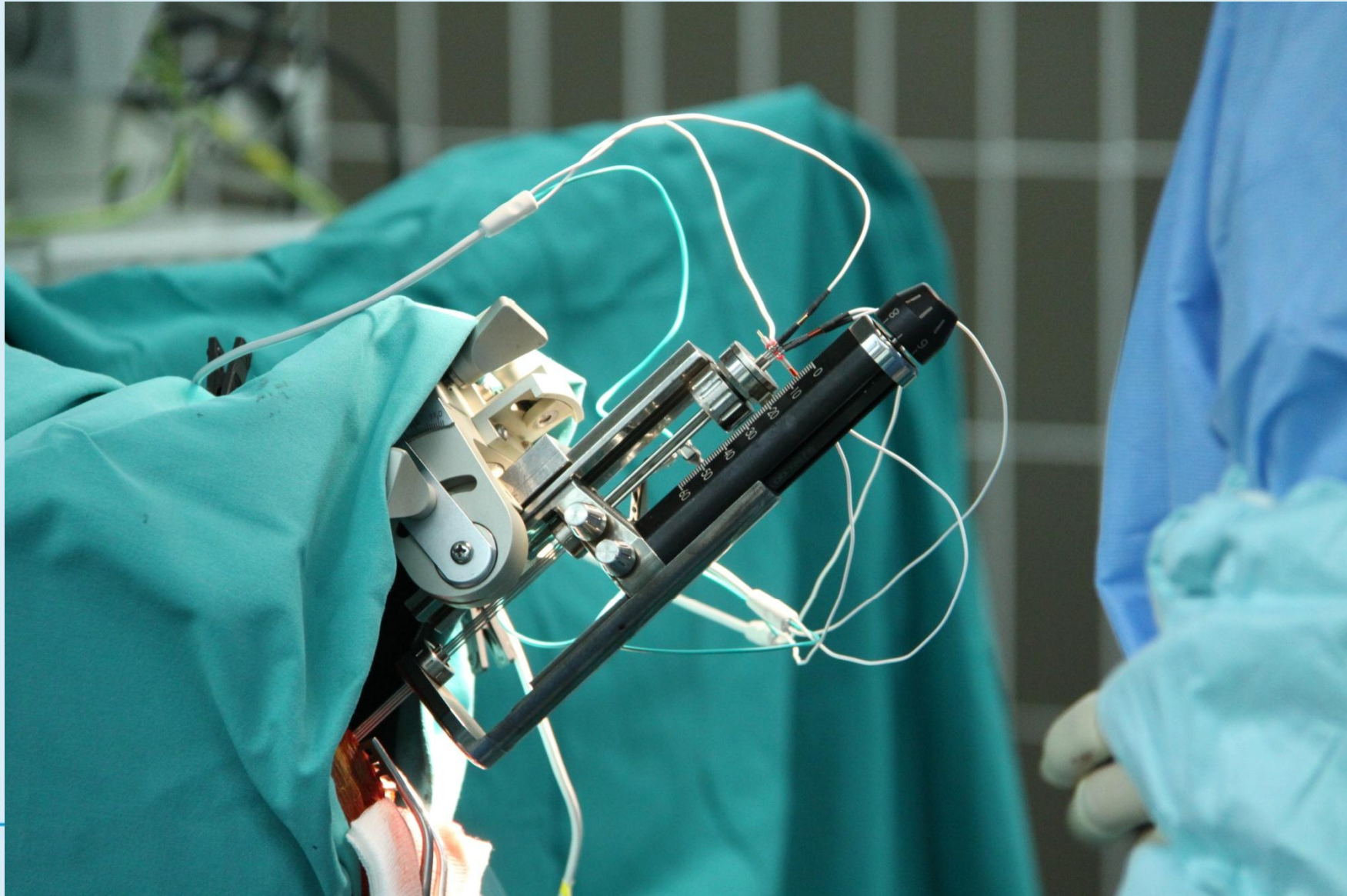


Improvements

- “ New
- clar
- “ Les
- “ No
- “ Pro



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Future

“ ã is filled with ideas,
 . Maybe bright
 – Certainly interesting

