



The 5th International Technology Transfer Conference, which will be held on the 26th and 27th of September 2012 at the Jožef Stefan Institute and the University of Maribor

announce a

## **PUBLIC CALL FOR THE BEST INVENTIVE/INNOVATIVE PROJECTS WITHIN PUBLIC RESEARCH ORGANIZATIONS (PROs) FOR THE ECONOMY IN 2012**

### **1. Subject tender**

The subject tender is rewarding inventive and innovative projects, which with their applicable value are interesting and useful to the economy. The aim is to promote cooperation between research organizations and development groups in the economy.

The call is open to anyone who has an inventive or innovative idea, who is a conference participant, and who is actively participating at the Workshop, which will feature maximum **10** of the best examples.

### **2. The purpose and objective of the call**

The purpose of the call is to support development projects in the inventive and innovative technological ideas/projects areas:

- Nanotechnology,
- New materials,
- Biotechnology,
- Management technology and production,
- Communication technology,
- Computer technology and technology skills,
- Environmental technology,
- Reactor technology.

The aim of the call is to promote inventiveness/innovation from PROs to be transferred into economy, primarily through the marketing of technology, products and services in the form of a breakaway "spin out" companies or licensing.

### **3. Target group**

Eligible applicants for the call (i.e. individuals) are the conference participants who wish to develop innovative scientific-research ideas and are employed in public research organizations. The proportion of the employment relationship is not restricted. It is allowed for more persons (individuals) to submit same application for the same project/idea.

PRO, where the applicant is employed, must be at least co-owner or holder of the substantive rights from the

applicable ideas, know-how, intellectual property rights (any of the above is appropriate for the given example).

The applicant must participate in developing the applicable ideas. So must be the author, coauthor, collaborator in the development, but not necessarily the carrier author.

## 4. Application

### 4.1 Application documentation

The tender documentation is available at <http://tehnologije.ijs.si/5ittc/conference-prize.html> and at the Center for Technology Transfer and Innovation, Jožef Stefan Institute, Jamova cesta 39, 1000 Ljubljana.

### 4.2 Submission of applications to the call

A complete application in accordance with instructions from the call must be delivered by e-mail to [tehnologije@ijs.si](mailto:tehnologije@ijs.si) no later than **1st of September 2012** and by mail to the organizer, including 1st of September 2012 (post stamp of that day) to Institut "Jožef Stefan", Center za prenos tehnologij in inovacij – Javni poziv: Nagrada za inovativnost za gospodarstvo, Jamova cesta 39, 1000 Ljubljana.

**Important: The application, which will not be dispatched in writing via regular mail with a post stamp will be rejected.**

Please do not submit applications to the Registry of the Jožef Stefan Institute, because those submissions will be rejected.

### 4.3 Date of opening applications

Opening of the applications will be on 3<sup>th</sup> of September 2012 at 11 am.

### 4.4 Completeness of the application

The application is complete if it contains the following documents:

- Completed and signed applicant details (Form A), note: **it is essential to provide an e-mail address of the applicant, where the applicant will be notified of the application being accepted or requested to complete the application;** if more persons applying for the same project simultaneously, it is necessary to complete the same number of forms as is the number of investors,
- Completed content form (Form B),
- Completed and signed eligibility declaration of the call (Form C), note: it is necessary to complete the same number of forms as is the number of investors.

The application must be written entirely in Slovene and in English, but for assessment is relevant English version.

For the same project is permitted only one application.

### 4.5 Completion of the application

The organizer will, within three days of opening the applications, by e-mail notify and invite those applicants whose applications are not valid to modify them. Applications must be completed in three days from the request given to the applicant.

### 4.6 Refusal of applications

The applications that do not comply with the terms of the participation, or that are not completed within the

specific period, or that are incompatible with the purpose of the call will be discarded and the applicants will be notified within ten days by e-mail.

## 5. Criteria for evaluating the applications

Criteria for the evaluating the applications are divided into six lots, which together account for total of 19 criterions. The criteria are presented in the table below; each of the 19 criterions brings at the most 10 points.

Criteria lots	Criteria (maximum 10 points each)
1. Overall	Degree to which project aligns with market need
	Project's IPR situation
2. Product/application advantage	Unique benefits
	Meets customer needs better
	Value for money
3. Market attractiveness	Market size
	Market growth
	Favorable trends
4. Competitive situation	Degree of entry barriers
	Level of
	Manufacturing / processing synergies
5. Technology maturity	Technical gap
	Complexity
	Technical uncertainty
6. Risk versus return	Expected profitability (e.g. NPV)
	Return (e.g. IRR)
	Payback period
	Certainty of return / profit estimates
	Low cost & fast to do

Table 1: Criteria for evaluating the applications (source: Jon Wulff Petersen, TTO A/S, Denmark)

Every application will be assessed by the members of the commission on the basis of predetermined assessment criteria. The evaluation of the project application will be one part of the final assessment; the second part of the final assessment will be a project presentation at the workshop that will be held on the first day of the conference. The best rated project will be the winner of the conference.

## 6. Notification of selection

Applicants will be informed of the results of the selection at the conference.

## 7. Awards

### 7.1 General provisions selection and award prizes

The evaluation and selection will be made if at least two complete applications are delivered by the deadline.

If by the deadline the organizer does not receive any application or none of the applications based on the commission's opinion is eligible for the prize, the prize will not be awarded.

The Commission shall decide about the number of awarded projects and the distribution of the award prizes.

The recipient of the prize is released to the public at a public award ceremony in the end of the first day of the International Technology Transfer Conference.

At a public award ceremony the organizer will describe the procedure of the selection, a brief outline of the expert committee, provide the number of requests, declare a winner and read the expert opinion.

## **7.2 The amount of funds and grant awards**

The award fund for the best project after the Commission's selection is **€3,000**.

A maximum of two awards will be awarded.

## **8. Organizer and the Commission**

The Organizer of the Award Call is Jožef Stefan Institute (hereinafter referred to as the organizer) in cooperation with the University of Maribor and the National institute of Chemistry.

### **8.1 The functions of the organizer are:**

- Preparing the tender for the award with instructions for the application;
- Establishment of the commission members;
- Review of all the applications received, the elimination of incomplete applications, the transmission of other applications to the commission members for assessment;
- Collect all assessments from the members of the Commission and sum them;
- Notice the Commission and investors of the outcome of the preselection;
- Presentation of the awards at the Technology Transfer Conference 2012.

### **8.2 Functions and powers of the Commission:**

- An independent evaluation of each application received in relation to the assessment criteria;
- An independent evaluation and determination of applications, which inventors will have the opportunity to present at the workshop to be held on the first day of the conference;
- Receives applications from the organizer and evaluates the applications on the basis of the estimator;
- The best application is the one that collects the most points from the commission.

Maximum 10 best evaluated applications have the opportunity to present at the second part of the conference.

If there are more than 10 formally correct applications, the Commission will select the 10 top-rated applications, which will have the opportunity to present at the workshop, which will be the first day of the conference.

If there is the same result in more innovation beyond the best nine place, the commission shall vote independently, which of these is the best and has the chance to advance to the second part as the tenth.

The order of presentations will be made by lot at the conference. The time of each presentation is limited to 5 minutes for a presentation with slides (pitch) and 5 minutes to answer questions from the Commission.



The Commission assesses the presentation using the same criteria as in the preselection.

If there are several applications with the same assessment, the commission, according to the criteria for the winner, has the discretion to select a winner.

The Commission shall decide by a majority vote of all the members. The decision of the commission is final.

The Commission may also decide that no application is suitable for the award.

## **9. Additional information**

Dr. Špela Stres, Head of the Organizing Committee, Communication and Technology Transfer, Jožef Stefan Institute, e-mail: [tehnologije@ijs.si](mailto:tehnologije@ijs.si).

**FORM A**

**Application to the public call**

**FOR THE BEST INVENTIVE/INNOVATIVE PROJECTS WITHIN PUBLIC RESEARCH ORGANIZATIONS (PROs) FOR THE ECONOMY IN 2012**

**General Information**

Name and surname:			
Address:			
Postal code:		Post:	
Telephone:		Mobile:	
E-mail (obligatory):			
Name and address of public research organization, which is holder of the substantive rights from the registered ideas or intellectual property and where the applicant is employed. If there are more such organizations, should be named all organizations.			
Name of the idea:			
Technology Field of the Idea:			

Note: it is necessary to complete the same number of form A as is the number of investors.

Date and place:

Signature:

\_\_\_\_\_

\_\_\_\_\_

## FORM B

### Description of Innovative scientific-research idea and the possibilities of transferring into practice

A brief description of the invention that you believe has market potential – **no maximum than three A4 pages** of description, font size 10 Times New Roman, as is provided in electronic format of Form B. In case that the application does not consider these conditions, we will return it to the sender as incomplete.

The description must be written entirely in Slovene and in English, **but for the assessment is relevant English version.**

Annexes with additional descriptions of innovative research ideas are not allowed and will be discarded and will not affect the assessment.

The description is intended to encourage reflection on the prospects for the commercialization of the technology, product or know-how and searching for the optimal path from idea to product, possible funding sources, the identification of risks, etc. In the description try to take into account evaluation criteria in the tender and questions at the individual lots. Not obligatory to answer every question, you can also create entries for the information that you think are important; in the description attempt to consider what is most important to present your invention. Avoid describing the technical details too much, emphasis should be given on the aspects of the business and customer value.

All the information will be treated as confidential.

## FORM B

### 1. Name of the idea

Name of the idea: \_\_\_\_\_

If possible, add a brief commercial tagline, for example for BMW: »*The ultimate driving machine*«.

### 2. Summary

A brief summary of the descriptions below. In summary, try to highlight the potential of innovative idea - why you think that your business idea is innovative? Some of the recommended highlights:

1. What is the problem or need and who is the buyer/user?
2. What is the solution or proposed approach and advantages or benefits for buyer?
3. Size of market and existing competition and advantages over the competition, what is the opportunity?
4. How do you see the development in the future (financing and human resources with respect to time)?
5. Team now and in the future?

### 3. Idea: problem and solution

What is the problem or need of the potential users and how is it solved now?

What is the proposed solution and why is it better or unique (innovative) according to the previous solutions?

What are the most important benefits for the user according to the price? What is the value of your solution for the user?

### 4. Status: description of the invention's development stage

In which development stage is your invention? For example:

1. basic and applied research,
2. research on possibilities of technological implementation,
3. technology tested in the laboratory and/or in the relevant environment,
4. demonstration of technology or pilot level of technology, the prototype works in an environment comparable to the final operational environment,
5. prototype or the final version works in the final operational environment,
6. operational use and marketing already started.

What are the technological uncertainties for the further development? How do you see the future development?

What you need for further development? Present your needs for investment and business partnership, technical assistance, strengthening of the working group etc.



## 5. Market

How do you assess the market needs for the product/service that is the result of the idea?  
What is the possibility of marketing the results of your ideas?  
Who are the potential users/beneficiaries?  
What is the market size?  
What is the potential for market growth?  
Are there any favorable trends in the market?

## 6. Competitive position

What or who is the competition and why is your solution better? What is the main competitive advantage of your solution?  
What is the key novelty and added-value of the invention for the potential buyer (lower price, higher quality, a totally new product/technology, management of specific market...)?

Does such/comparable product not exist yet and/or there is lack of such products on the specific market and/or is your invention the improvement of an existing technology/product?

Are there any barriers to entry the market (legislation, obtaining certificates, standards, language, culture, loyalty of the buyers to existing brands and solutions etc.)?

Are there potential synergies with existing production and service processes: any laboratory, testing or production facilities, and existing marketing channels in related businesses and research development organizations, which could be used?

What is the assessment of the possibility that competition may take the (released) invention and overtake you (connected to the next question)?

## 7. Publishing and status of intellectual property

Were there any key elements of your invention published or they will be - where and when?

Is your invention in any way protected by intellectual property rights (patent, design, trade mark) or is it in the process of obtaining protection? Is the invention patentable or it is a nonpatentable know-how?

## 8. Inventor: description of the inventor or the project group

Short description of the inventor and individual members of the project team and their role.

Why do you think you can succeed with your invention? Important skills, knowledge and experience which made you sure that you will successfully commercialize innovation.

Does the inventor have an interest in commercialization or business use of the invention?

What is the willingness of the members of the project team to personally invest in the business - in their work and/or own money (no need to specify specific amounts)? Are they in the case of establishment of spin-out company ready to employ at the company? Do they prefer to pursue an academic career and/or sell the company and/or stay a shareholder after company establishment?

What is the staff potential for the commercialization of the invention?

## FORM C

### DECLARATION of the Applicant to the PUBLIC CALL FOR THE BEST INVENTIVE/INNOVATIVE PROJECTS WITHIN PUBLIC RESEARCH ORGANIZATIONS (PROs) FOR THE ECONOMY IN 2012

The applicant, \_\_\_\_\_, certifies with his/her signature that information, given in the documentation and application forms of this public call are true and

#### DECLARES:

- I meet the general conditions for participation in this public call, as defined in paragraphs 3 and 4
- I accept the conditions and criteria of this public call
- The ideas presented in the submitted documentation are not owned by third parties outside the public research organization where I work, and do not violate the provisions previously negotiated in non-compete clauses
- In the case that I obtain the money award prize I agree that money is divided between all the applicants, named in this form.

Place and date

Signature

\_\_\_\_\_

\_\_\_\_\_

Note: it is necessary to complete and sign the same number of form C as is the number of investors.