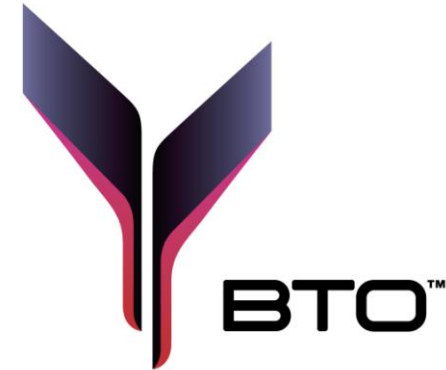




GUIDING GOOD IDEAS

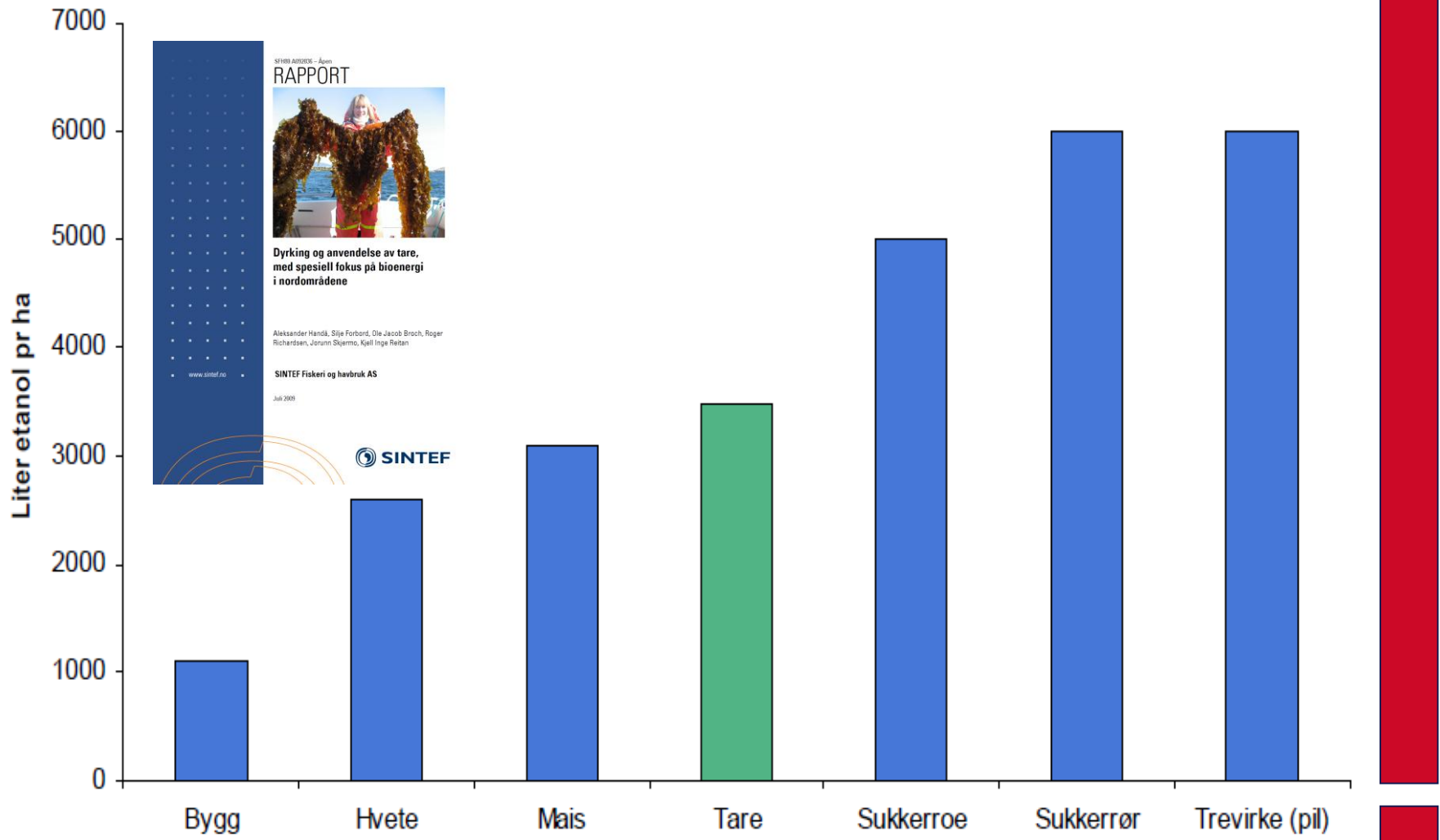


**«Increase the value of your research»**

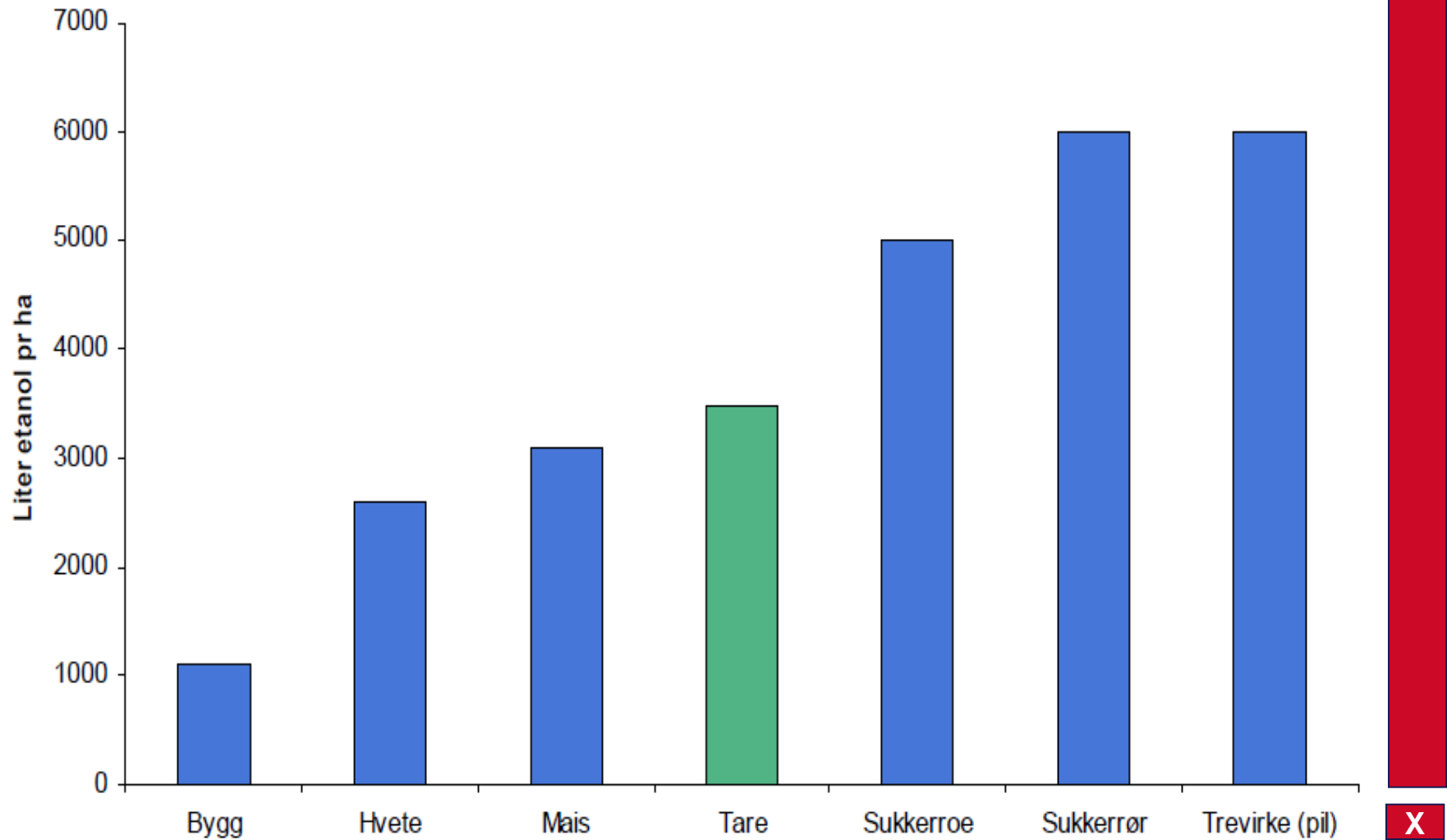
BTO – Guiding Good Ideas



GUIDING GOOD IDEAS



**Figur 1. Produksjonsutbytte av etanol pr hektar for utvalgte avlinger. Utbytte fra tare er estimert av SINTEF Fiskeri og havbruk, trevirke (Pil) av Zero (<http://www.zero.no>).**



**Figur 1. Produksjonsutbytte av etanol pr hektar for utvalgte avlinger. Utbytte fra tare er estimert av SINTEF Fiskeri og havbruk, trevirke (Pil) av Zero (<http://www.zero.no>).**

- *“In this advice paper, a set of insights are presented that can underpin universities’ TTO deployment.”*
- *“Industry-science links have become a key dimension in both innovation management and innovation policy.”*
- *“... the growth and the development of academic Technology Transfer Organizations (TTO’s) which support those links deserve careful attention...”*
- *“TTO activities should be coordinated alongside and (where relevant) integrated into the core missions of education and research of the university.”*



## BTO – The technology Transfer Office in Bergen

### Established 2004 and owned by:

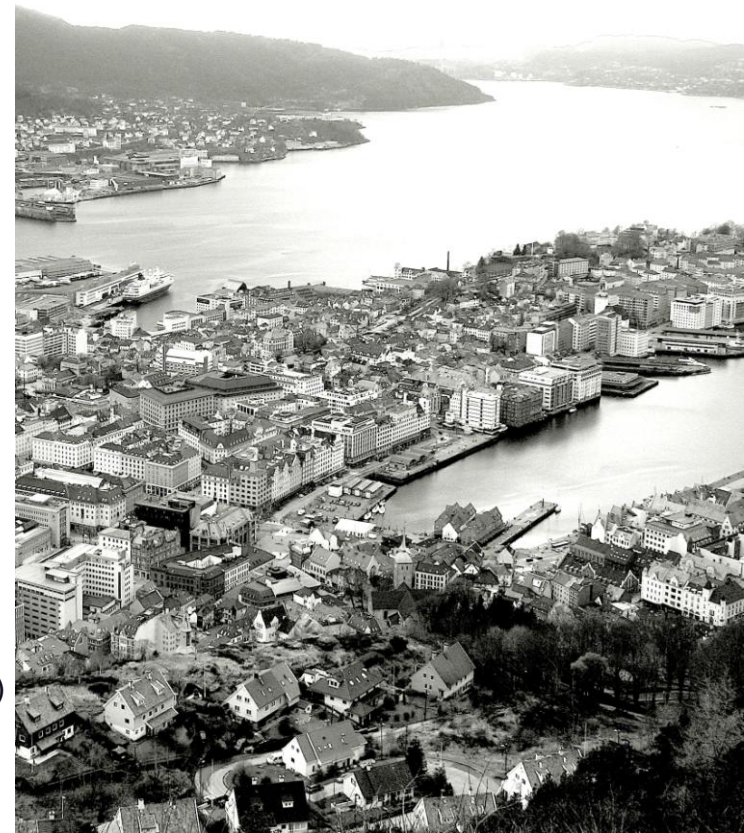
- University of Bergen (40%)
- Helse Bergen (40%)
- Institute of Marine Research (20%)

### Partners:

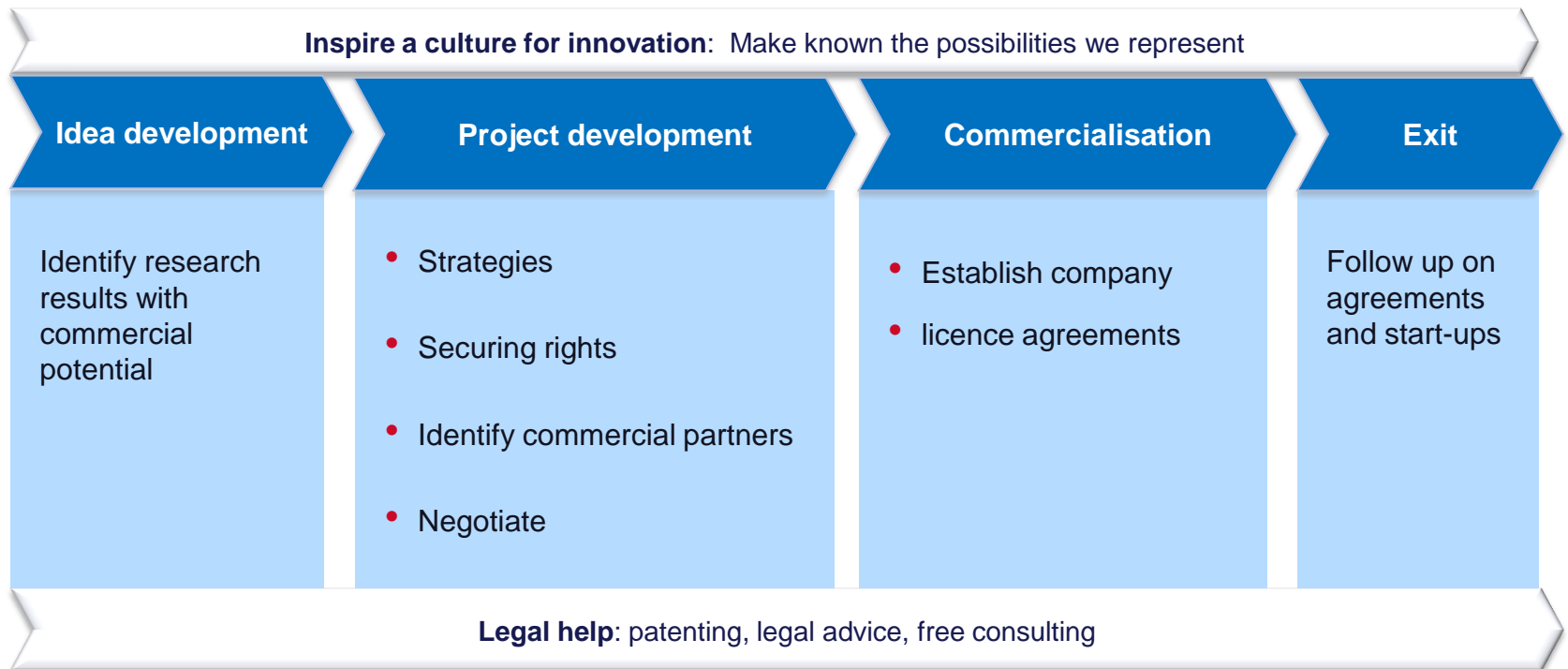
- Bergen University College
- Christian Michelsen Research
- NIFES
- Uni Research
- Nofima Ingredients

### Facts:

- 4000 researchers / 4mrd NOK annually
- 70-100 ideas pr year
- 19 man-year
- 28 companies/56 commercialisation agreements (1.8.2012)



## What BTO does





## We help increasing the value of your research

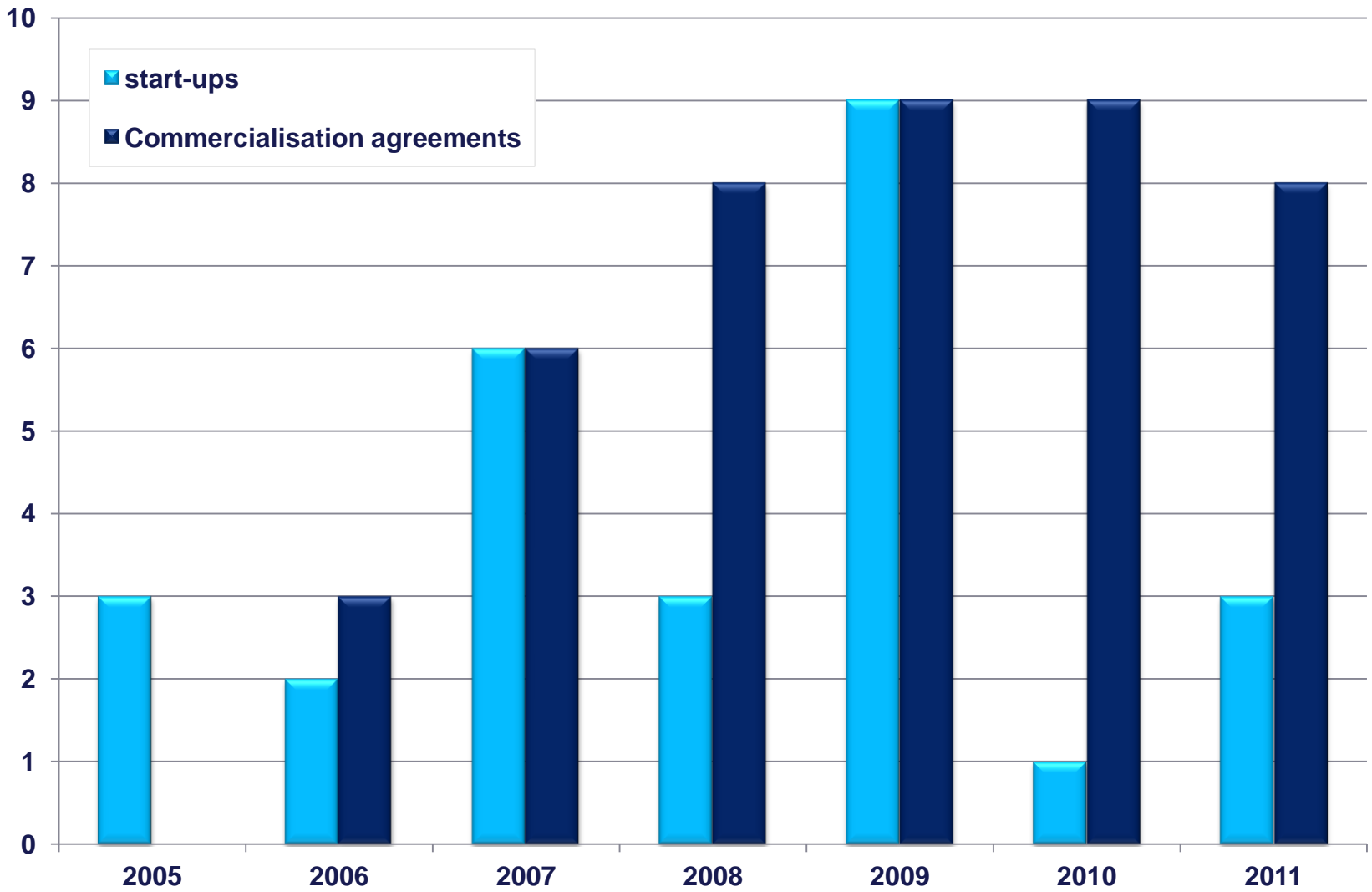
### We offer a comprehensive range of services:

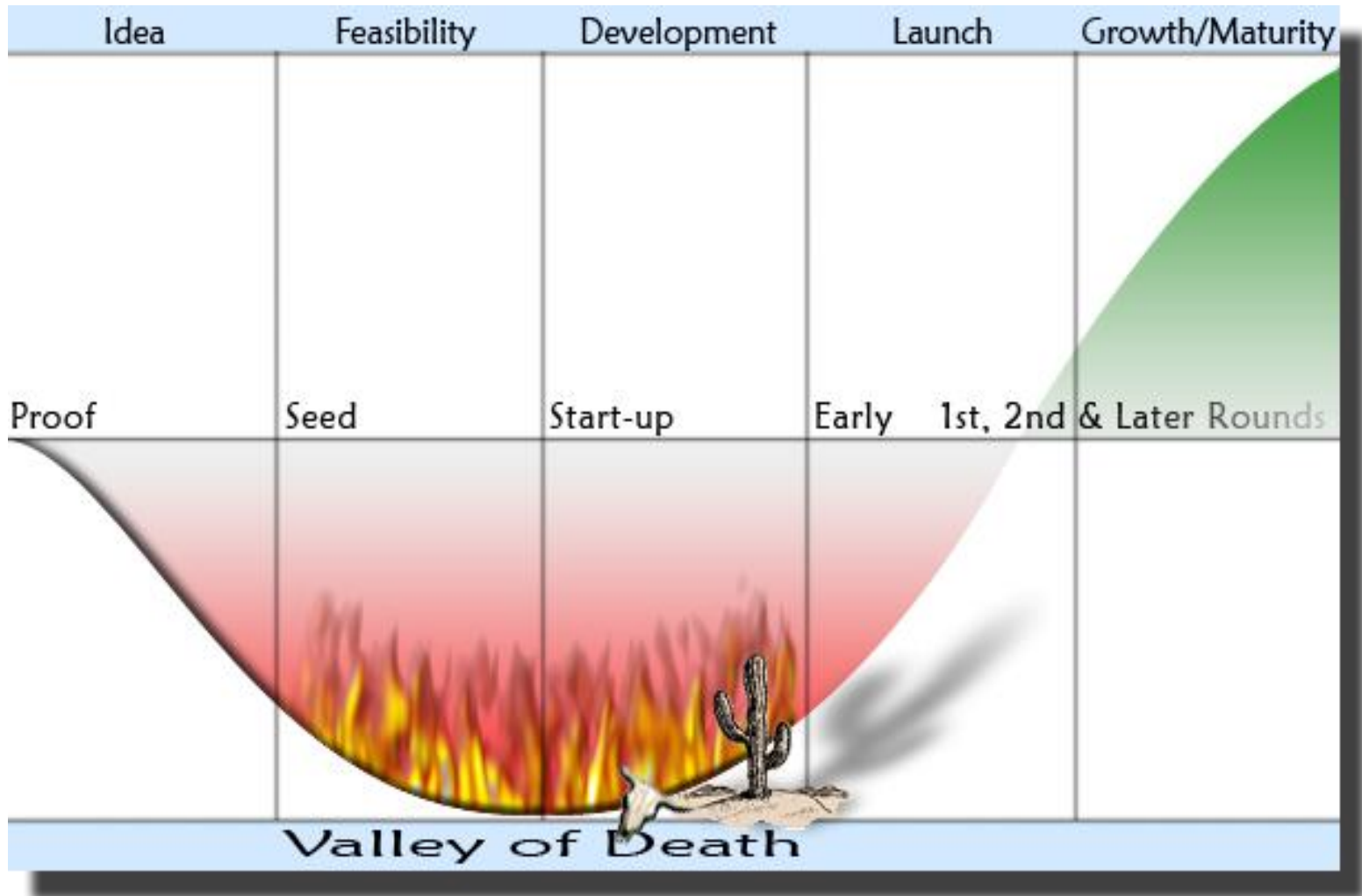
- Legal services
- Market expertise
- Entrepreneurship competence
- Confidentiality
- Consulting

### Research areas:

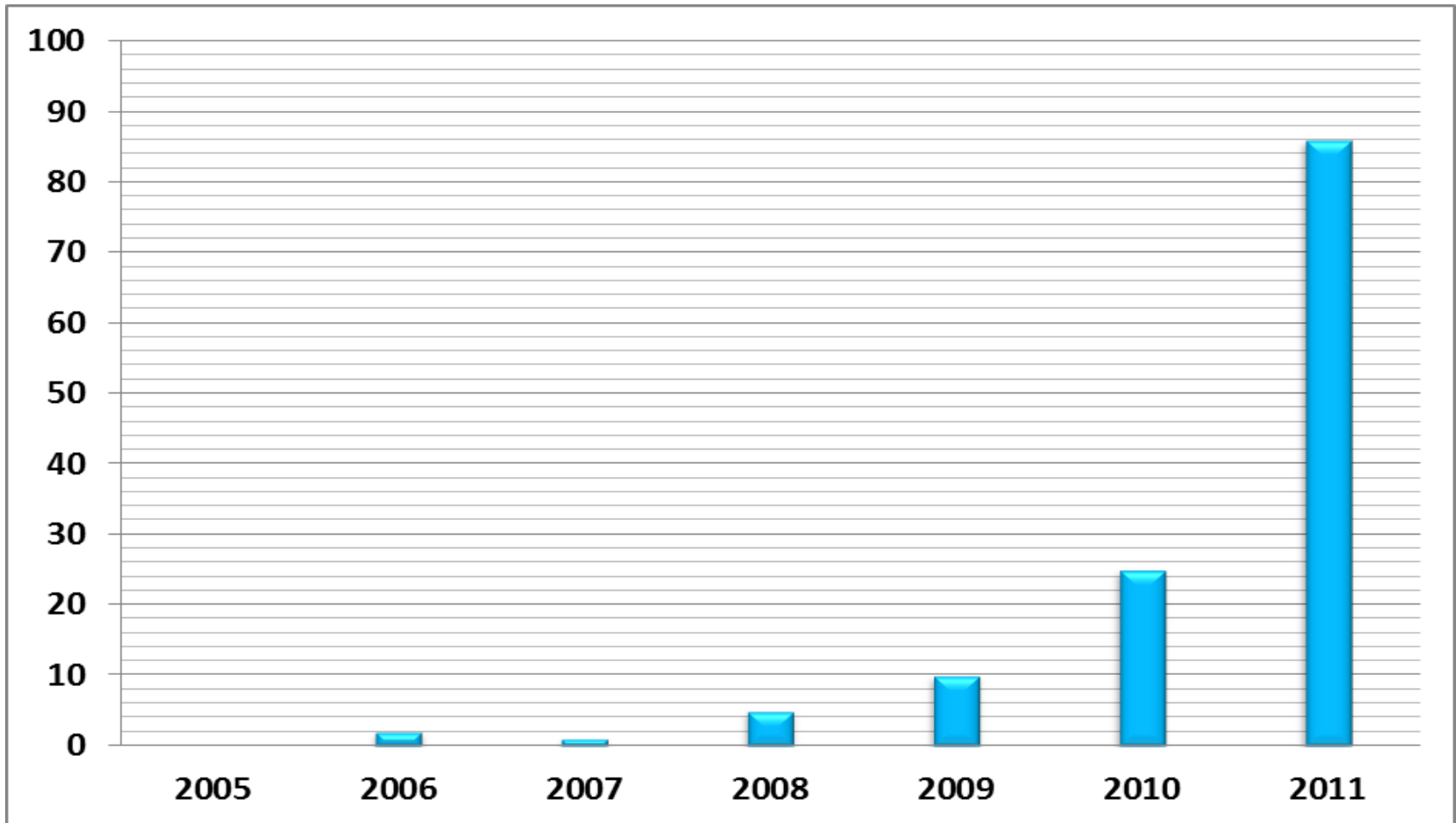
- Life sciences and medical technology
- Marine sciences
- Energy and petroleum
- Materials, chemistry and nano technology
- ICT (software, hardware)
- Non-patentable ideas and business opportunities



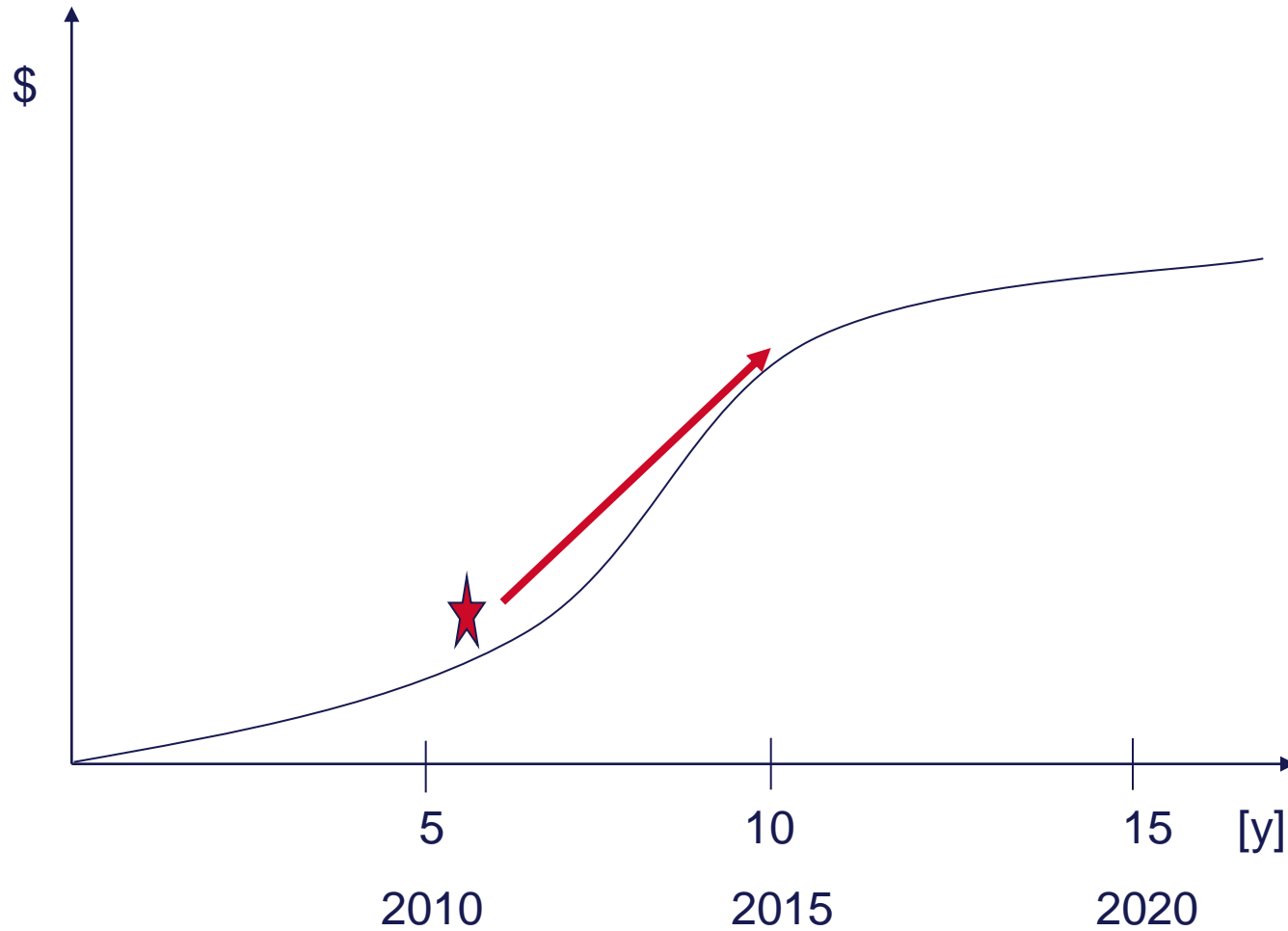




## External capital for BTO-start-ups



## From good nationally to good internationally





## Research

- UiB
- Helse Bergen
- IMR
- HiB
- CMR
- Uni Research
- Nofima
- Nifes

## Business developm. BTO

- Culture
- Ideascouting
- Idea development
- Commercial strategy
- Financing
- PoC
- Negotiation
- Commercialisation
- Follow up

## Infrastruktur

- Inkubator
- Research

Sale of technology

Lisences

Start - ups

## Network

- People, tools, etc.

New / Improved products, processes & services

Existing Industry

New companies

Early phase capital and competence

Ideas, knowledge & money

Services, reputation & € (tomorrow)

NOK, €, \$, Yen tomorrow



The market



Idea



License

GUIDING GOOD IDEAS

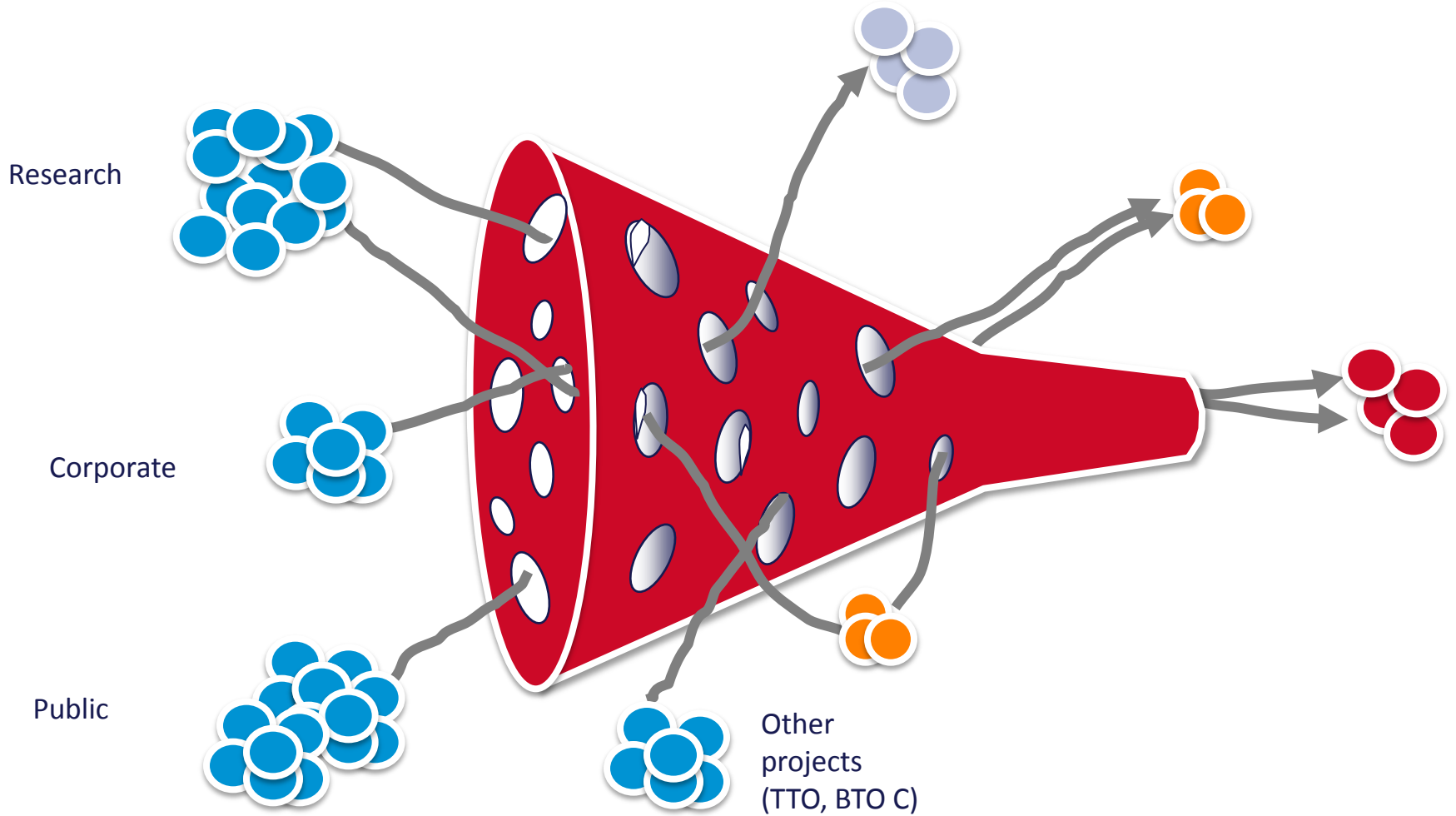


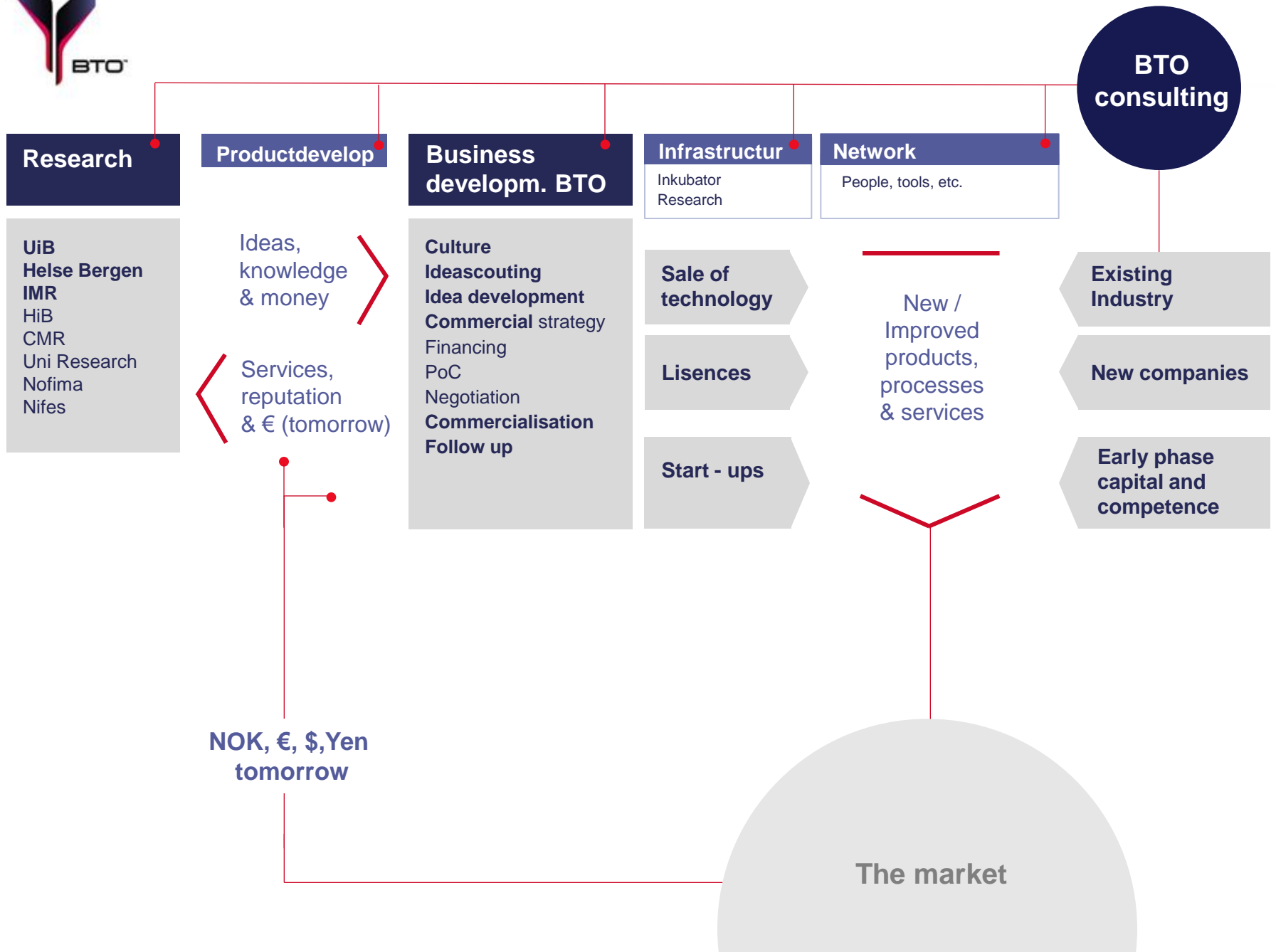
Early exit



Exit

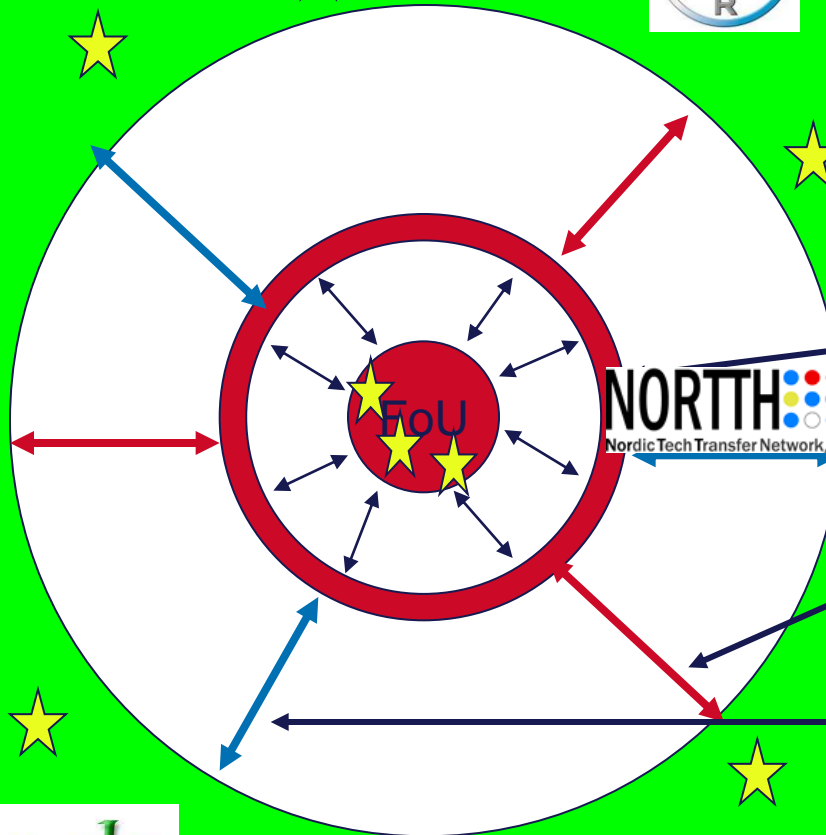
# Åpen innovasjon (Dr. Henry Chesbrough)







”Alle verdens markeder”



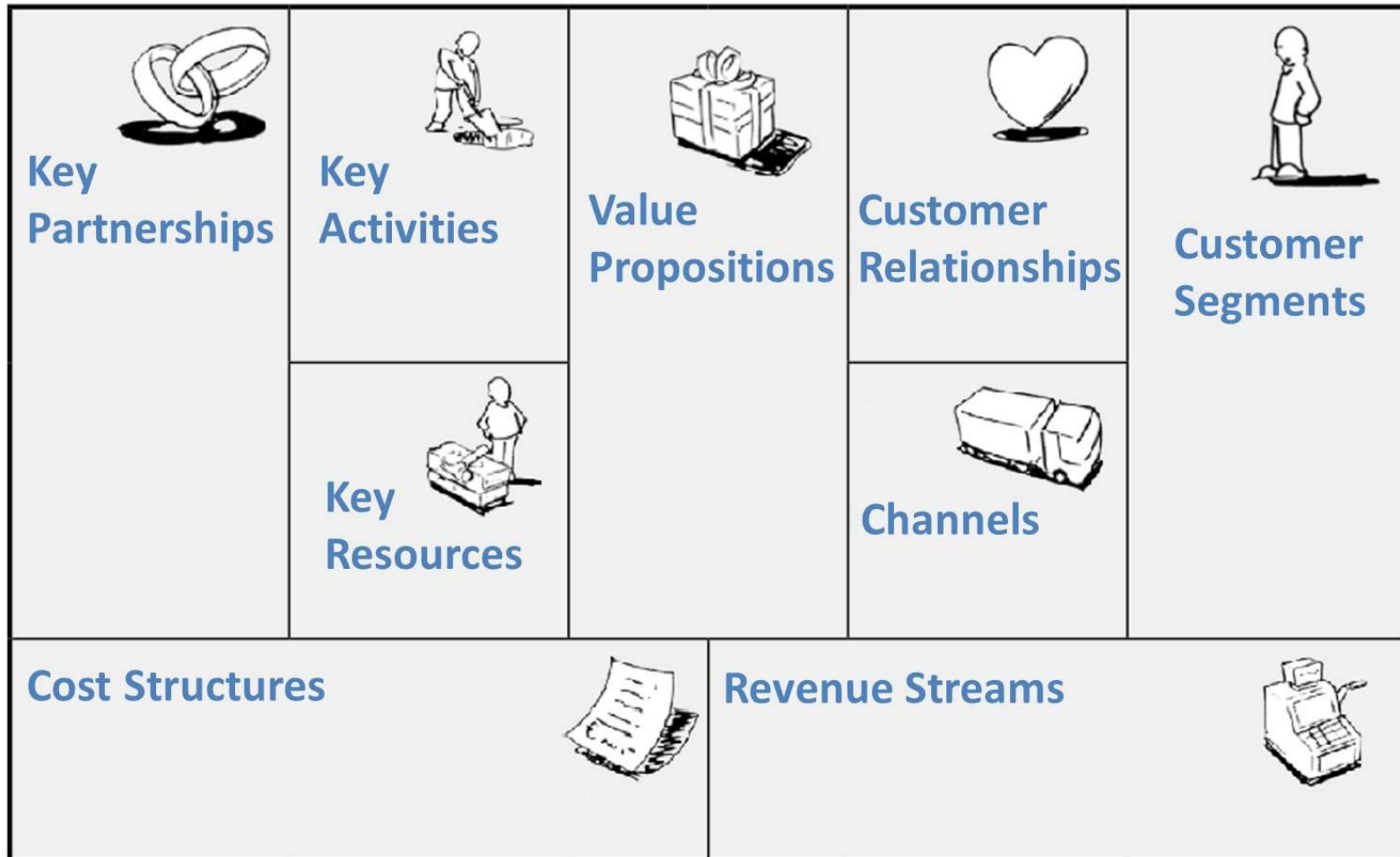
God generell kommersialiserings kunnskap som fundament

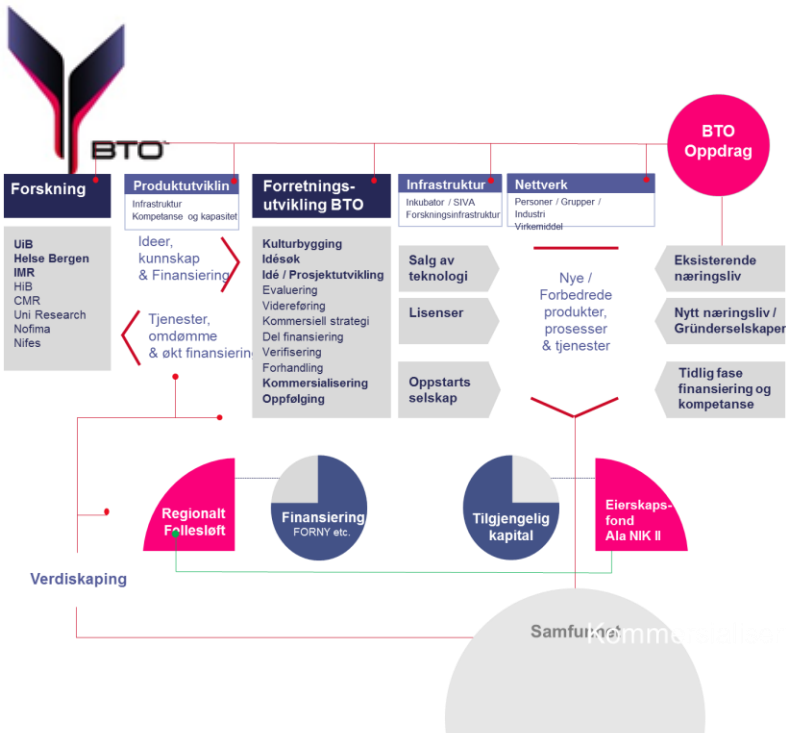
Spesialisert nisjekompetanse inhouse

Spesialisert Nisjekompetanse i nettverk  
 -TTO og entreprenører  
 -Finans  
 -Industri  
 Nasjonalt og internasjonalt

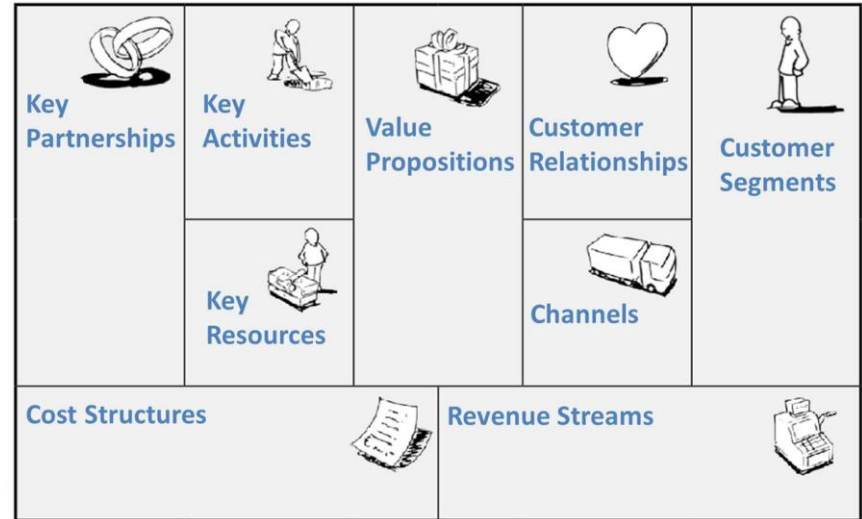
# New Technology and Existing Markets – A world apart

(BM – Canvas by Osterwalder et al.)





GUIDING GOOD IDEAS



Some examples...not from Bergen...unfortunately 😊



A Microsoft Subsidiary



## Some examples from Bergen

**IsoPhysics as**  
Grammarspectroscopy, radiations, analysis and consulting

**TheBiolinkGroup**

**Weyland**  
BioEthanol

**CereNor**

**MEDOX**  
REN KRAFT  
TIL CELLENE

**Vinn Vest AS**

**UTRI**  
UnTargeted Research

**FLUENS  
SYNTHESIS**

**epsis**  
integrated operations

**Novel Diagnostics**

**PlasmAcute**

**UNIGEO**  
LOADING INSIDE ROCKS

**textUrgy**

**NorDiag**

**holberg EEG**

**+ISENTIO**

**METAS**

**BERGEN  
BIO**

**PRS**

**cmr Prototech**

**m**

**NordicNeuroLab**

**TIPGEN**  
PROFILING NEURAL DISORDERS

**ROCKSOURCE**

**HI**

**INOVATE**

**Balter Medical**

**NoWires.org**

**BLUE LIMIT AS**

**tendotech**

**ARRG AS**  
Augmented Reality Research Group

**cmr Gexcon**

**carbontech**

**AQUARIO TECHNOLOGYS**

**one2TOUCH**  
TOUCH&TYPE  
MOBILE TOUCH & TYPE KEYBOARD

**PATOGEN**

**proanalysis**

**it's Learning**

**KICEMILL**

Navn Navnesen

27.09.2012

# one2TOUCH

TOUCH & TYPE

MOBILE TOUCH & TYPE KEYBOARD



Torbjørn Aasen,  
Haukeland University Hospital



Wireless keyboard, optimized for NFC/FeliCa enabled handsets. No change of batteries required.



Company established June 2009, 23mNOK



Elecom, Japan



January 2012

**ELECOM**





BTO, NIHL, UNI Miljø, Nofima  
Andre i innovasjonsnettverket: EWOS, Grieg Seafood, UiB,  
Salmon Group, TCM Mongstad, FHL, Wageningen University



CO2Bio AS skal utvinne omega 3 rik fiskefôr fra alger  
dyrket på rensed CO2 fra Mongstad



Start-up company



Summer 2011





Professor Jim Lorens and Dr. David Micklem, Department of biomedicine, University of Bergen



Offers Products that Makes Drug Development More Cost Efficient.



Company established 2007 – 52 mNOK



A global R&D organisation, agreements with 17 countries worldwide  
(in USA, Europe, Asia, Australia)



2009





# Tailored cancer treatment



Professors Helga Salvesen and Lars A. Akslen,  
Haukeland University Hospital.



New technology for tailored  
uterine cancer treatment.



License agreement



Ovagene Oncology Inc.



August 2011

OvaGene Oncology

*Molecular Innovation for  
Gynecologic Cancers*



# Psychological First Aid Kit



Psychology expert Solfrid Raknes,  
Haukeland University Hospital.



Psychological First Aid Kit - A self-help tool for children  
and youth to cope with emotional challenges



License agreement



Gyldendal Publishing



February 2009





Terje Torkelsen and Olav Birkeland, Institute of Marine Research



Marine ecosystem research and monitoring, suitable for the oil industry and international research institutions.



Start-up company



Statoil




June 2009



Statoil



 Chief physician Harald Aurlien Ph.D., and Physician Jan Brøgger Ph.D.,  
Haukeland University Hospital.

 Novel software describing EEG according to new international  
standard SCORE

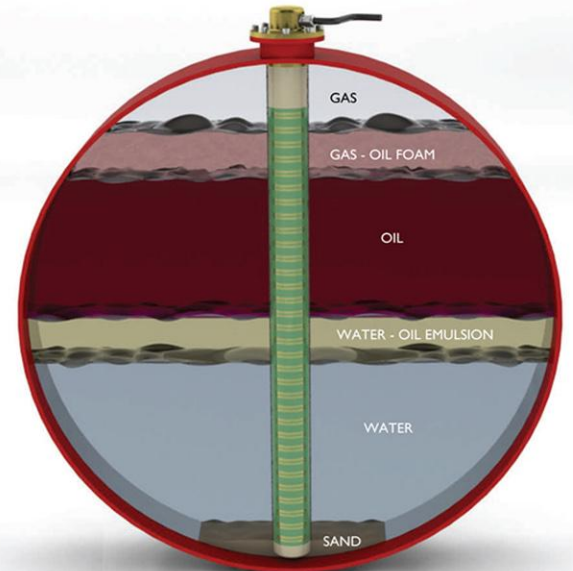
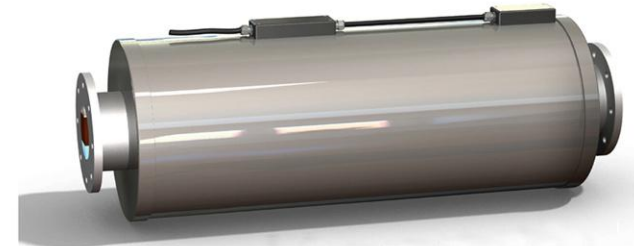
 Start-up company

 Oslo University Hospital (Haukeland Univ. Hospital and Dianalund)

 December 2009



HAMMERTECH®



Professor Erling Hammer, University of Bergen



Hammertech AS - offers products increasing the productivity of oil & gas extraction and separation processes



Start-up company



University of Bergen, Department of Physics & Technology



Fall 2009



Statoil

Please contact us for an informal talk!

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Email: [post@bergento.no](mailto:post@bergento.no)

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