SMEs and Intellectual Property Commercialization – Connecting the Dots Mobilizing Innovation for Economic Growth

Submitted by: World Intellectual Property Organization
SMEs & IP Commercialization – Connecting the Dots
Mobilizing Innovation for Economic Growth

APEC IPEG
Seminar on IP Commercialization for SMEs

Guy Pessach
Director, SESD, TDC, WIPO
SMEs and Entrepreneurship Division (SESD)

*IP for innovation and economic growth*

**ECO SYSTEM**

- **GOVERNMENT**
- **ACADEMIA**
- **BUSINESS (SMEs)**
SMEs in innovation

- Licensing
- Procurement
- Knowledge transfer
- Demand creation
- Marketplace
SESD

Academia

Private Sector

Government

Capacity Building for SMEs and Support Institutions

Special Projects for SMEs

IP TOOLKIT for Academic Institutions

- IP Policies for Universities;
- Database of IP Policies, Guidelines and Rules;

Capacity Building for SMEs and Support Institutions

- Publications;
- Seminars;
- Workshops;
- Trainings;
- Expert missions;
- Specific Country Programs.

Academia

- Seminars;
- Workshops;
- Expert missions;
- Development of Technology Management Offices (TMOs’)
  - Trainings.

Private Sector

- IP Diagnostics Tool for SMEs and Support Institutions;
- Sector (industry) based programs

Government

Management of IP assets by Government, in relation to SMEs

SESD

ADVANCED TOPICS for Academic Institutions

- Training programs.

Coverage of INNOVATION POLICIES with regards to different sectors
Seminars and Trainings

Goal:
- Raise the competitiveness of SMEs by the use of IP;
- Raise the importance of SMEs in interconnection between sectors.

Key partners:
- SMEs;
- Chambers of Commerce;
- Export promotion institutions;
- Business development organizations;
- Other International organizations.
SESD events
Services and Projects for SMEs

- SESDs focus: assisting in use of IPR by SMEs;
- In 2019: *Sector (Industry) and Project Based Approach* for SMEs related activities.

- IP for Business – series of publications
- Web Page for SMEs
- Trainings, Seminars, Workshops on IP Management
- Specific Country Programs
- Projects for SMEs and Support Institutions
- Specific industry based programs
Specific industry based programs on IP

The Division is currently working on the development of specific sector/industry programs, beginning with agrofood and software industries.

Analysis of IP implications throughout the value chain and lifecycle of the company/product:

<table>
<thead>
<tr>
<th>Agrofood</th>
<th>Software</th>
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<tbody>
<tr>
<td>Trademarks</td>
<td>Patent</td>
</tr>
<tr>
<td>Trade secrets</td>
<td>Utility models</td>
</tr>
<tr>
<td>Geographical Indications</td>
<td>Copyright</td>
</tr>
<tr>
<td>Plant Breeders’ Rights</td>
<td>Trade Secrets</td>
</tr>
<tr>
<td>Etc.</td>
<td>Licensing</td>
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<td>Etc.</td>
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Governments are an additional distinct “sector” that is constantly engaged in innovation and the production or funding of IP assets that are largely demand driven by public needs.

The purpose of the program:
- to support governments and state agencies in the management of their IP assets;
- to enable each country to define the areas and dimensions in which it requires guidance and support;
- to develop tools and best practices that will support the management of IP assets by governments and state agencies.
IP in Academic Institutions

Facilitate IP management in Universities and Research institutions and

Support IP management and facilitate knowledge transfer
<table>
<thead>
<tr>
<th>New focus:</th>
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| **INDUSTRY/SECTOR BASED FOCUS**  
Develop sector specific training programs focused on particular products of that sector. Currently explore agro food and software sector. The programs to be accompanied by relevant supporting material, such as detailed power points with speaker notes. |
| **IP DIAGNOSIS TOOL FOR SMES**  
A training program to be designed around the IP Diagnosis tool to help SME intermediaries to provide IP diagnosis support to SMEs. |
| **ACCESS AND USE BY SMES OF GOVERNMENT GENERATED INNOVATION** |
| **COMBINED TRAINING FOR SMES AND UNIVERSITIES**  
Develop a program that would interest both universities and SMEs allowing for expertise developed in both areas to come together in a single event. Consider to begin with training programs focused on the start-up/spin off sector. |
| **GRADUAL ESTABLISHMENT OF A NETWORK OF SME INTERMEDIARIES AND SMES FOR THE PROVISION OF SESD TOOLS AND SERVICES**  
Create a network of partners who would be a link to the business community in the country with the objective of persuading them to integrate IP support into their existing business support services. |
| **WORK DIRECTLY WITH THE PRIVATE SECTOR**  
While continuing to target SME intermediaries take a fresh look at how specific programs for the benefit of SMEs directly can be developed. |
| **WEBINARS**  
Reduce the number of face-to-face capacity building activities wherever possible by Webinars including podcasts. Examine other successful experiences that could be adapted to our needs. |
Industry Based Focus
(sector specific training programs)

- Example of a generic *Company life cycle*:

  ![Company life cycle diagram](image)

  - **Development**
    - Building the IP strategy for the company
      - IP Audit
    - Filing for Patent / Design / Trademark(name)
    - Protecting the domain name
  - **Start-up / Establishment**
  - **Growth**
    - IP Portfolio / Regular Tracking
  - **Maturity**
    - IP Valuation / Monetization / Exploitation
      - Licensing, Transfer, Franchising etc.

- Example of a generic *Product life cycle*:

  ![Product life cycle diagram](image)

  - **Concept**
    - Prior Art
      - Patentability
      - Novelty Searches
      - IP Due Diligence
  - **Launch / Manufacturing**
    - Filing for Patent / Design / Trademark(name)
  - **Distribution**
    - Leverage IP to defend business
  - **Management**
    - Licensing, Transfer, Franchising etc.
IP Diagnosis Tool and Guide for SMEs and Support Institutions

DIAGNOSTICS TOOL

- A software-based tool hosted on the WIPO website.
- Interested SMEs could make a preliminary determination of the IP assets that it has and how to extract maximum value and competitive advantage from their IP assets.

GUIDE

- A manual that would help SME Support Institutions conduct a face to face evaluation with a SMEs.
- Identify IP assets vested in the company and advice on the appropriate way to manage IP assets.
IP Diagnosis Tool SMEs and Support Institutions

- Life sciences;
- Agro-food;
- Mechanical engineering;
- Advertising; and
- Textiles.
WEBINARS AND INCREASED WEB-PRESENCE

Topics of the webinars:

- Leveraging Intellectual Property for International Competitiveness of SMEs;
- Building and growing brand value by IP management;
- IP management for export-oriented SMEs;
- IP management in the agro-food sector;
- IP issues in international trade;
- Enforcing SMEs IPRs worldwide;
- IP and Women Entrepreneurs; and
- Leveraging Traditional Knowledge for business success.
Combined Capacity Building Activities for SMES and Universities

Utilize IP as a facilitator to bridge the existing gap

IP areas:
- Economic Value of IP;
- IP Valuation;
- IP Commercialization and Licensing;
- Incentives and Spin-offs;
- Contract researches on behalf of industry; and more
An Invention with a Social Cause
Entrepreneur & Academia & Government

In Bangladesh out of 64 districts, water in 61 districts has arsenic concentration above the safe limit and up to 77 million people have been exposed to a disease caused by chronic arsenic poisoning.

- Efforts by the government to mitigate contamination have faced the challenges of developing a cost-efficient method.

- Dr. Abul Hussam developed a simple and effective filter to remove arsenic from water in 2001.
ACADEMIA

PRIVATE SECTOR
SME’s

GOVERNMENT

Funding
Innovation
IP

Funding
Innovation
IP