



MARKET-ORIENTED IPR TARGET-SETTING
for **RESEARCH COMMERCIALISATION**

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Based in London, with an active presence in Brussels, we are an innovation consulting company which bridges different backgrounds, skills and disciplines. Together, we turn innovation into reality. We work with our clients to improve *branding and market positioning* of their products, create *innovation partnerships* and new *technology transfer* opportunities, build *internal capabilities* to improve commercialisation of research, and provide *support* for projects and daily operations.

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IPR as a system of tools

IPR

Ownership
tool

Competitive
tool

Promotional
tool

Collaboration
tool

Revenue
tool

Investment
tool

Financial tool

***We cannot function independently of the IPR system which surrounds us.
We can choose to use the tools it provides, or be influenced by
circumstances and others' actions.***

Why do you do research?

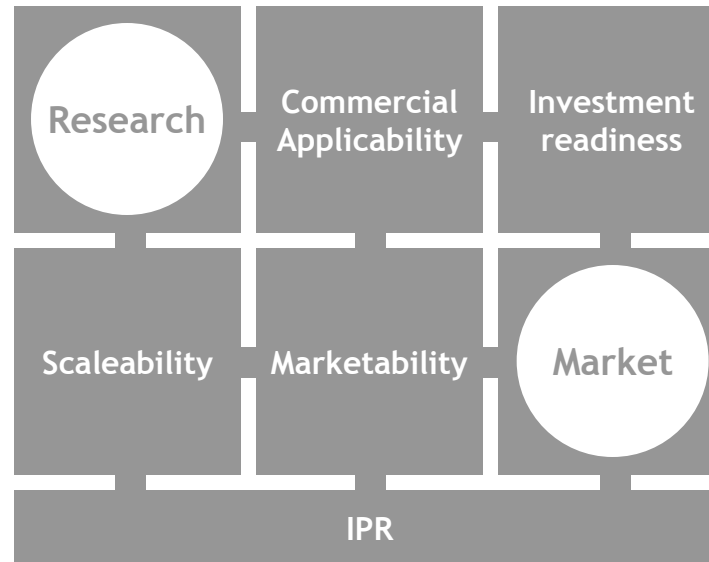
***Innovation which stays in the lab and never sees the light of day
is of no benefit to society.***

Traditional target setting



Traditional target setting focuses on scientific targets without taking into account market-relevant factors in a systematic way. If market-relevant developments occur, this model provides only a reactionary response. Uncertainties may lead to diverging interests among research partners, disrupt daily operations and lead to market failure.

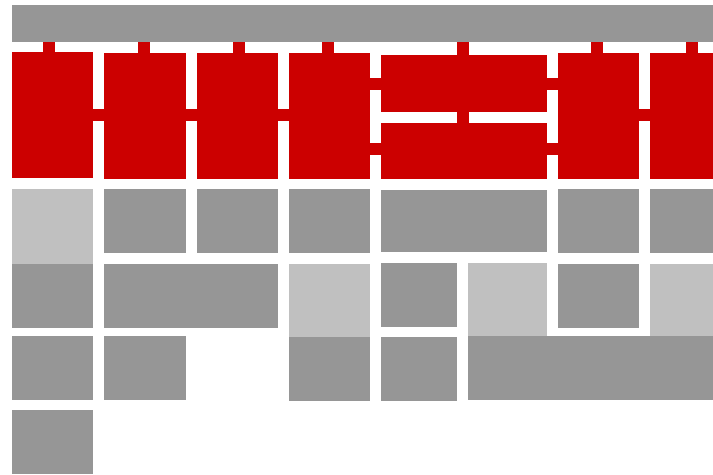
Market-oriented target setting



Market-oriented target setting is a process whereby scientific targets are planned, defined and reviewed against commercial applicability, scaleability, marketability and investment readiness. Effective use of the different IPR tools within a comprehensive strategy is an absolute necessity.

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Integrated Grid Approach
for market-oriented process management



*For an introduction to the publicly available version of the
CX6 Integrated Grid Approach, watch my presentation for AAL
at cx6.eu/news-events.*

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Technology Branding
Communicating innovation.

Technology Transfer
Creating value.

Capacity Actions
Building capabilities.

Support Actions
Overcoming challenges.

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