

giraff



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AAL Forum Session A-5: IPR



Stephen Von Rump
CEO, Giraff Technologies, Sweden

September 10, 2014
Bucharest



Giraff overview

- ▶ Founded in 2009 in Västerås, Sweden
- ▶ Markets Giraff mobile telepresence service
 - 2014 revenue: \$642K (EU-based, core business)
 - Over 130 systems delivered
- ▶ Well-known AAL solution in EU
 - Former winner of AAL “Most Promising Innovation” award
 - One of Sweden’s “Top 20 Innovations” 
 - One of Information Week’s “Top 10 robots that could change healthcare” 
- ▶ International research validation in dementia care
 - ISTC working with MCI patients in Italy as part of *ExCITE* 
 - EU Assistive Technology Initiative *RemoDem* in UK 
 - Dementia Collaborative Research Centre in Australia Griffith University in Brisbane 



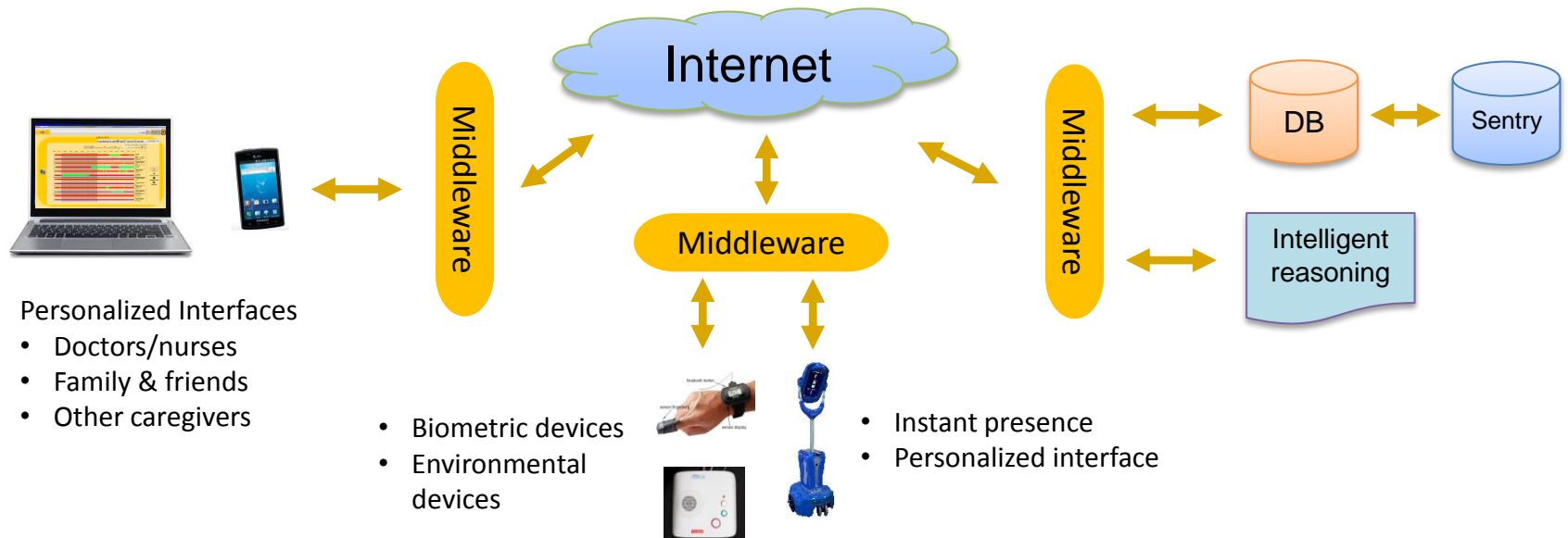
Currently marketing the Giraff AAL system

- ▶ Next- generation evolution of telehealth
 - Creates an intensive care environment in the home
 - Integrates environmental sensors, actuators and biometric devices
 - Network of care, clinical and ADL protocols
 - Standards-based, plug-and-play, adaptable to many care scenarios
- ▶ Provides “*instant caregiver presence*” via Giraff avatar
 - Response to urgent situations via Internet with full mobility, day or night
 - Empowers elderly residents and their family to help manage themselves, ask for help when needed
 - Family and health care professionals can supervise health care protocols, chronic conditions, early dementia; check in, provide social interaction
- ▶ AI component provides insight into home and person
 - And dynamically customizes UIs for each caregiver
- ▶ Supports protocols for many different care scenarios



Giraff AAL platform architecture

- ▶ A complex, development-intensive platform
 - Presenting many IP opportunities
 - That Giraff benefits greatly from
 - And is happy to share in the rewards



Giraff EC project experience

▶ *ExCITE* – Enabling Social Interaction Through Embodiment

- Evaluate user requirements of social interaction through mobile telepresence
- AAL Joint Programme Call 2, 2010-2013



▶ *GiraffPlus*

- Develop telehealth architecture that evolves with elderly's needs
- FP7 ICT Challenge 5: ICT for Health, Ageing Well, Inclusion and Governance, 2012-2014



▶ *VictoryaHome*

- Develop tools for a care network around independent life at home
- AAL Joint Programme Call 5, 2013-2016



▶ *TERESA*

- Develop a socially intelligent remote telepresence device for home care
- FP7 ICT-10-2.1, 2013-2016

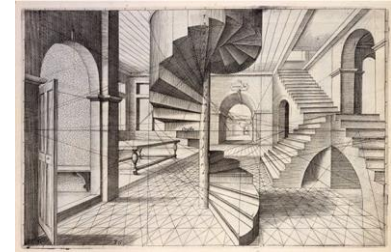


Waiting on outcome of numerous Horizon 2020 proposals



Giraff IPR perspective

- ▶ All 4 Consortium Agreements (CA) contain standard text on IPR
 - Standard foreground and background clauses
 - Some “inclusive” and some “exclusive”
 - Giraff carries much background into projects
 - And Giraff has been the technical focal point of all projects
- ▶ 1 commercial result (*ExCITE*)
 - Excellent ROI; nearly all IP created by Giraff
 - 2 more commercial results on the way (GiraffPlus, VictoryaHome)
- ▶ CEO has managed patent portfolios in several U.S. companies
- ▶ Generated IPR has both academic and commercial relevance
 - ▶ Academic focus – worthiness, novelty, “CV” motivated, theoretical
 - ▶ Commercial focus – market, competitive barrier, financial, practical
 - ▶ SMEs obviously care about the latter



IPR barriers and complexities

- ▶ Overall, Giraff projects have had “smooth sailing”
 - No major debates over background rights
 - No major debates over foreground ownership
 - No license agreement issues
 - No overall CA issues
- ▶ The “M x N” problem
 - M consortium members all (claim to) contribute to N IP components
 - Therefore M x N license agreements are required to commercialize
 - Also, some consortium members believe that consortium owns IP, not individual members
 - *M x N is a non-starter for nearly any venture capitalist*



Resolving the challenges

- ▶ The M x N problem
 - No magic to resolution
 - Appeal to common sense and business judgment
 - Otherwise, King Solomon will simply “split the baby”
- ▶ General recommendations – “if I could do it again”
 - Conduct an IP tutorial at beginning of project
 - Specifically set expectations regarding joint ownership
 - Think carefully about “inclusive” vs. “exclusive” definition of background
 - Make license agreements as simple as possible re: exclusivity, geography and market reach



Reconciling open innovation with IP management

- ▶ A difficult issue for any SME
 - More open source = less need for license agreements
 - But also = fewer competitive barrier opportunities
 - Although in practice, real barrier is integration, market knowledge
- ▶ Giraff guidance – don't try to guide it
 - Let each consortium member follow their own philosophy
 - Much driven by practical issues anyway (e.g. building on other open source)
 - Academic and business entities have different interests
 - Going against those interests creates unnecessary conflict
 - Try to neither encourage or discourage open innovation
- ▶ Simply deal with the resulting IP landscape in the context of what is needed to commercialize
 - Focus on what matters – not license agreements for their own sake, but for a commercial purpose



Support actions and tools

- ▶ In general (IMHO) CA support from EC is good
 - The CA structure works well
 - Allows for clear separation of background and foreground
 - Provides guidelines for ownership and transfer
 - But does not try to dictate future IP agreements – simply says that there should be such
- ▶ European Economic Interest Group (EEIG)
 - May work for certain complex alliances
 - Or where a strategic investor is involved
 - But venture capitalists invest in companies and teams, not consortia
- ▶ Guidance on dealing with the “many pieces” problem
 - Individual IP components are public domain
 - And yet there is novelty and license/patent opportunity in the integration of the pieces



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