HAND IN HAND WITH START-UPS

PATENT INFORMATION AS A PART OF THE BUSINESS ROUTINE

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WORKSHOP OBJECTIVES

PATLIB: separated or included
CONTACT: professional or friendly
KNOWLEDGE: presented or exchanged
TOOLS: elite or common
BRAINSTORM: ideas to carry with you
HOLISM

Systems - business included - and their properties should be viewed as wholes, not just as a collection of parts. We believe teams built in a multi-field way exceed in both creativity and productivity.

TO-DO LIST

STP environment
Start-ups and developing businesses 101
Patent Information - from creaky to pliant
Everybody wins
THE IDEA

The main idea of STP is to concentrate several factors related to companies' development. These factors enable business and technology transfer while using the synergy effect.

STPS EVERYWHERE

EUROPE - 230 (UK - 63)
ASIA - 156 (CHINA - 80)
AMERICAS - 91 (USA - 72)
MIDDLE EAST - 36
AFRICA - 11
AUSTRALIA AND NEW ZEALAND - 10

Source: http://www.unesco.org/esa/en/humanities/society/innovation/innovation-indicators/science_parks_around_the_world
PPNT GDYNIA

Pomeranian Science and Technology Park offers attractive spaces for companies' premises and laboratories, conference and exhibition halls, prototyping rooms, recreation area, trainings and counselling, as well as promotional backup and networking.

THE INSIDES

- Gdynia Startup Zone
- Biotechnology Laboratory
- Regional Patent Information Centre
- Gdynia Design Centre
- EXPERYMENT Science Centre
- Conference Centre
- Social Innovations Laboratory
INNOVATION

Any action considered by the general public as a novelty in relation to the previous state; response to changing human needs and expectations. Innovative approach to the implementation of these needs brings results and solutions beneficial to all or a specific group of recipients.

TOTAL OF 234 PARTNER FIRMS

ICT - 107
Biotechnology - 14
Engineering, automation, robotics - 46
Environment, energetics - 10
Design - 15
Other - 42
ENVIRONEMENT Almost 300 companies developing their solutions in multiple fields, facing similar problems and functioning in the same innovative atmosphere.

COOL THINGS WE GIVE

- Low-cost bureau
- Cheap legal support
- Free workshops
- Coworking
- barter services and knowledge exchange
HCD

Human-centered design is an approach to interactive systems development that aims to make systems usable and useful by focusing on the users, their needs and requirements, and by applying human factors/ergonomics, usability knowledge, and techniques. [ISO 9241-210:2010(E)]

HCD IN POMERANIAN STP

- Events
- Workshops
- General communication
- Less hierarchy
- Networking
START UP

Entrepreneurial venture which is typically a newly emerged, fast-growing business that aims to meet a marketplace need by developing a viable business model around an innovative product, service, process or a platform.

START UPS - WHERE IS THE POTENTIAL?

Market Opportunity
- Small
- Too early/late
- Big

Market Timing
- Good
- High
- Low

Growth Ambition
- Low
- High
- Balanced skills & ownership
- Small

Scalability
- High
- Balanced skills & ownership
- Low

Team Structure
- High
- Good
- Low

Team Commitment
- High
- Good
- Low

Startup Ecosystem
- Universities
- Big Companies
- Service Providers
- Funding Organizations
- Support Organizations
- Research Organizations
- Investors
- Mentors
- Advisors
- Startup team members
- Entrepreneurs
- Startups at various stages
- Other entrepreneurial people
- People from related organizations
PROBLEMS

9 in 10 start up companies will fail in business. The reasons of failure vary from targeting wrong sector of customers, releasing product at the wrong time to experiencing team disintegration and running out of funds.

COST REDUCTION

Corporational hiccups

Employment problems

- outsourcing, multitasking

Non-existent strategies

Lower legal standards
ACCELERATION

4 editions. 28 projects. 46 participants. 270 workshop hours. 170 hours of individual consultation. 19 projects presented to investors. NONE OF THE PARTICIPANTS WERE AWARE OF THE IP LAW PROBLEMATIC.

THE EDUCATION

“Education is the most powerful weapon which you can use to change the world.”

— Nelson Mandela

(and EPO PIC)
Regional Patent Information Centre (RPIC) is the only one in Poland operating within the structure of the science and technology park.

Service is a series of interactions between us and the client, like touchpoints in time.
ACCESSIBILITY  Do clients still come to us, or should we brace ourselves and go to the clients?

WHAT DO WE DO

Active accessibility
Abandoned formal language
Effectivity in communication
Simple applications of tools
Harsh reality check
WHAT'S NEXT? What PATLIB Centres should be in the time of services transformation?

MAKE IT WORK, MAKE IT WIN

- Proximity
- Education
- Tools & databases
- Reality check
- Workshops
- Visibility
- Networking
- Personal approach
- Consulting
- Easy access
- Variety
- Informal & tailored
- Low cost
- Delegation