

Guidelines

Industry Cooperation & Technology Transfer

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Donau-Universität Krems



1. Cooperation Goals (1)

- Each University has a specific Know How
- On the other side there is a market with specific demands
- The top management of the University has to find out, how these demands cover the University Know How
- The top management is the seller of the Know How, lab capacities and consulting service.
- Usually, professors are not the best salesmen

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1. Cooperation Goals (2)

- The University needs orders from the industry. The University has to solve actual problems of the industry in a short (!) time. By this innovations come to the University.
- The University needs lecturers from the industry. Especially a postgraduate University.
- If the result of a research contract is a patent, the University and the industrial partners have to agree how to handle the patent (owner should be the University, the University gets a percentage of the license fee)

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1. Cooperation Goals (3)

- If the industrial partner founds a firm/start up, the University should be a shareholder in this enterprise.
- Patents create jobs. To create jobs is the duty of research & development
- € 1 Mio creates up to 13 jobs (!?)

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2. Sell, but how?

- The rector or the head of department should negotiate with the industry.
- The seller informs the possible customer about "his products". Then he has to listen what this customer could need.
- Each department needs an experienced internal sales service.
- Send your offer (calculated!) to the customer within 48 hours.
- The salesman should understand "the language" of the customer.

3. Projects of DUK

- 3.1. Software for the trade with aluminium scrap
- 3.2. Fuselage structure of the Airbus 380: cost cutting project
- 3.3. Brace project (a sensor shows how often the brace has been used).
- 3.4. Extra corporal blood wash (for lever patients)
- 3.5. Congresses of: automotive industry, dentists

Each project creates or saves jobs!

4. Support for entrepreneurs

- The government of lower Austria founded ACCENT
- ACCENT helps entrepreneurs
 - to start up their own firm
 - spin offs of Universities have priority
 - to work out a business plan
 - to finance the start of a company (and find strategic partners)
- ACCENT accompanies the new firm over the first 3 years and offers management consulting