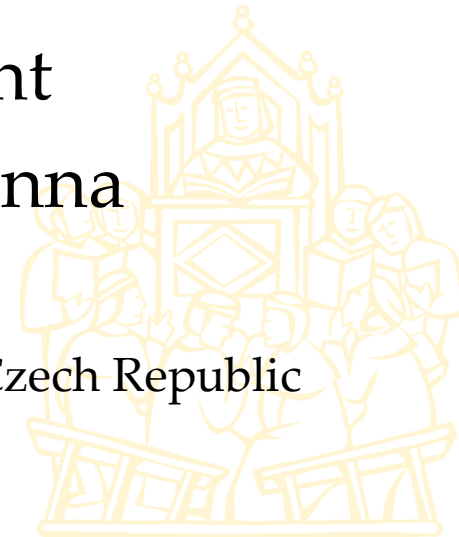


Connecting IP with business model innovation

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The fifth EIPTN Annual Workshop, Prague, Czech Republic
Tuesday 28 June 2011



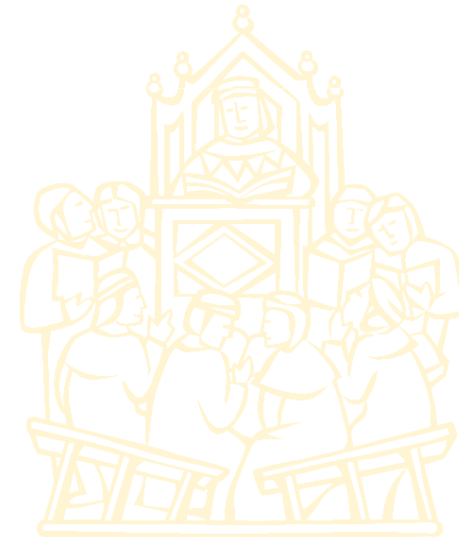
Teaching IP within Business Model Innovation

- Teaching Appropriability of Innovation
- Inform Managers about IP
- Target Audience
- Method: Speaking the IP Language
- Organization of the typical course
- Experience so far
- What to do next



Teaching Appropriability of Innovation

- A Definition of Appropriability in Business Development and Innovation Management
- External conditions and internal conditions of appropriability



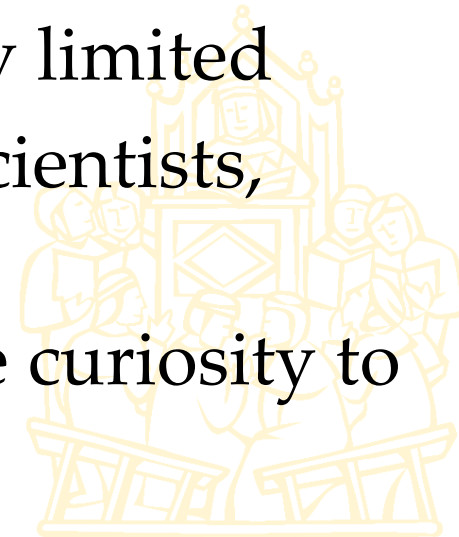
The Goal: Inform (future) Managers about IP

- “I don’t want you to become IP experts...”
- “I would like you to know that you have to knock on someone else’s door before you take a new product to the market”
- IP Matters to you, and not only to lawyers!



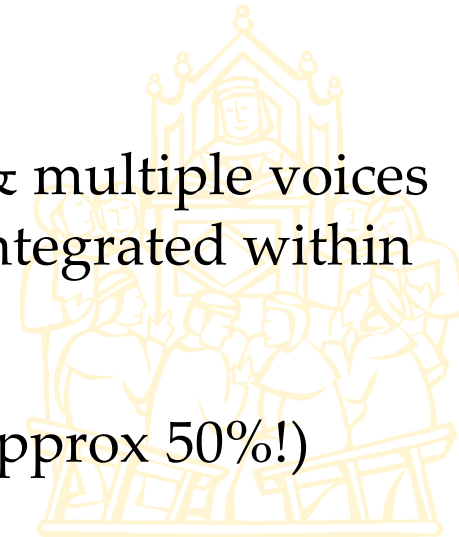
Target Audience

- Age Range: 25 – 45
- Position/Occupation: graduate students, new hires, and up to middle management
- Experience with IP: none or very limited
- Background: engineers, MBA, scientists, entrepreneurs
- Expectations: ranging from pure curiosity to anxiety



The Method: Speaking the IP Language

- The expected result is to make participants familiar with the “sound” of a new language
- Starting from the basics (patentability, origins of the patent system..) we explore IP management and strategies
- Ingredients
 - Large use of talks from IP managers & multiple voices
 - Patent teaching kit (Core Module 1) integrated within slides
 - Case studies & Simulations
 - A lot of semi-structured discussion (approx 50%!)



Usual Framework (three days workshop)

- Introduction
 - Case Study (e.g. Blackberry)
 - IP protection system
 - Patentability
- IP Management
 - What patents do for your company?
 - The concept of Patent portfolio
 - Various approaches to IP Management
- IP Strategy
 - Licensing & Open Innovation
 - Simulation of transactions on the markets for technology



Experience so far

- Finmeccanica: Master Fhink
- Scuola Superiore Sant'Anna (MBA and Executive education)
- Politecnico di Milano (undergraduates)
- Various Company retreats



Where do we go next?

- Patent Teaching Kit: we want more!!
 - Need for case studies
 - A platform to share teaching opportunities among colleagues
- .. Because teaching experience matters





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Thank You for your attention

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