

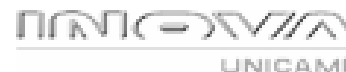


Turning Science into Business

Panel - BUSINESS SECTOR INNOVATION: COMPETITIVE STRATEGIES FOR GROWTH AND PUBLIC POLICY CHALLENGES AND OPPORTUNITIES

Woodrow Wilson Center

Washington – DC - Jul/31/2008





Putt's Law

"Technology is dominated by two types of people: those who understand what they do not manage, and those who manage what they do not understand."





Business Environment

- Regional leader
- Diversified industry and service park
- Significant internal market
- Manufacturing hub for multinationals
- Qualified work force
- Robust stock market (increased VC activity)





Laws and Regulation

- Innovation Law (2005) and additional pieces of law providing tax incentives
- Growing investments made by Government agencies to fund innovation projects at industry AND universities
- Patents and trademarks law follow international rules (more awareness)
- Biodiversity ruling still a difficult process





Innovation Environment

- Western-type culture
- R&D and innovation still centered at large companies
- Attraction of R&D centers
- Good science produced by Universities
- Creation of Tech Transfer Offices at Universities induced by Innovation Law
- Hubs of excellence in hot topics (eg, biofuels)





Can universities play a major role?

- Set of major universities engaged in significant tech transfer activity to boost innovation
- Curricula adjustment and offer of services and training to specific demands
- Tech transfer passing from a “program management” to “process management”



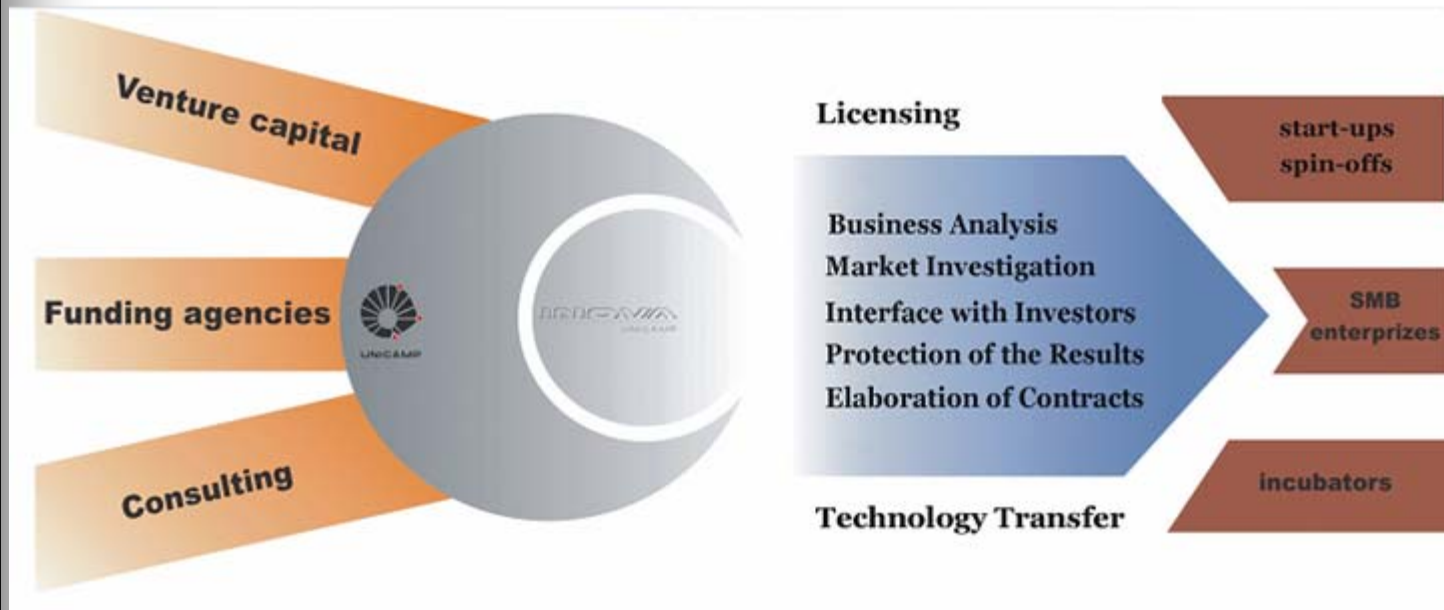
Case: Unicamp

- 17% of national research
- 10% of PhDs
- University with the highest number of top rated PhD and MSc programs
- Highest number of patent filling applications in recent years
- Always concerned about transferring the knowledge to the public





Inova Unicamp



One-Stop Shop



Inova Unicamp TLO

- In 3 years:
 - 213 tech transfer agreements
 - 56 licensed technologies (53 patents and 3 know-how)
 - 237 patent applications
 - 28 trademarks
 - 28 software
 - 12 “graduated” start-ups
 - Contact with 10.000+ institutions





Case 1: Aglycon Isoflavone



- Hormonal reposition
- Fitoestrogen therapy

STEVIA FARMA
INDUSTRIAL S/A



Advantages:

- Quicker absorption
- Isoflavon advantages:
 - Acts against cancer
 - Prevents breast cancer
 - Reduces LDL cholesterol
 - Fungicide
 - Anti-inflammatory
 - Anti-oxidant



Case 2: Pharmaceutical product against diabetes

Description

- Synthetic product for Diabetes mellitus - type II (NON-INSULIN DEPENDENT) treatment



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Advantages:

Drug that acts **simultaneously**

- Increasing the insulin production and
- Improving its action in tissues



IP: important asset in these agreements



GELITA



OUROFINO



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BÜNGE



IMPRIMATUR
CAPITAL



COPERSUCAR

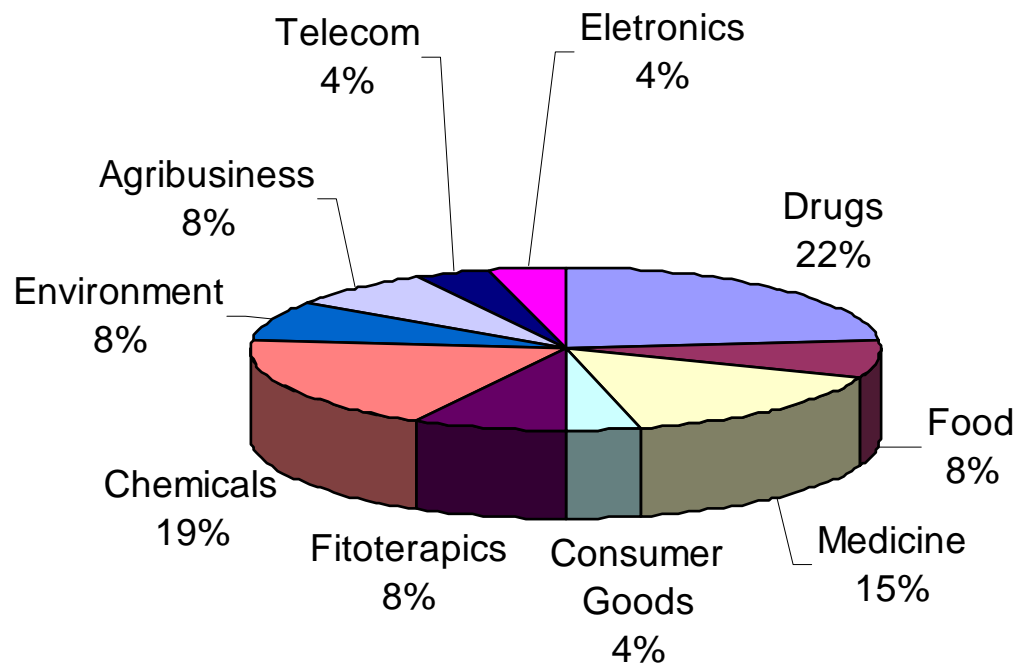
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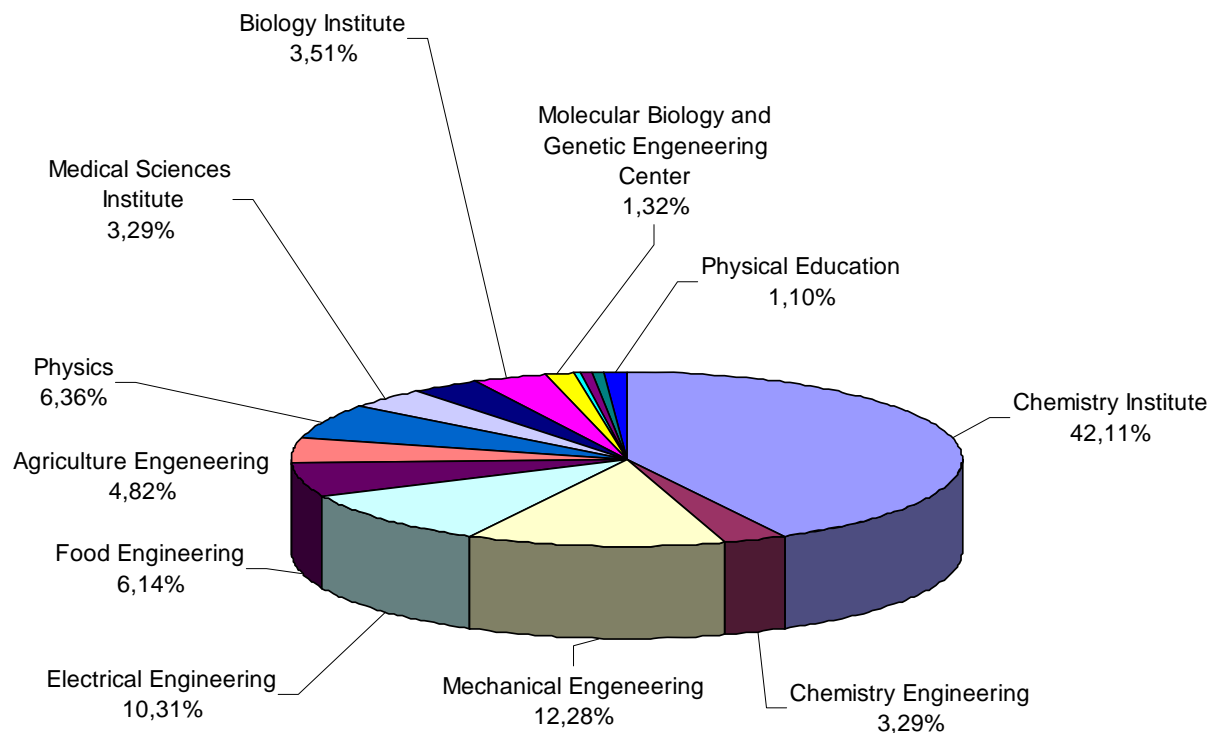
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Licensing Agreements / Industry



Patent Application Distribution by Unicamp Research Units

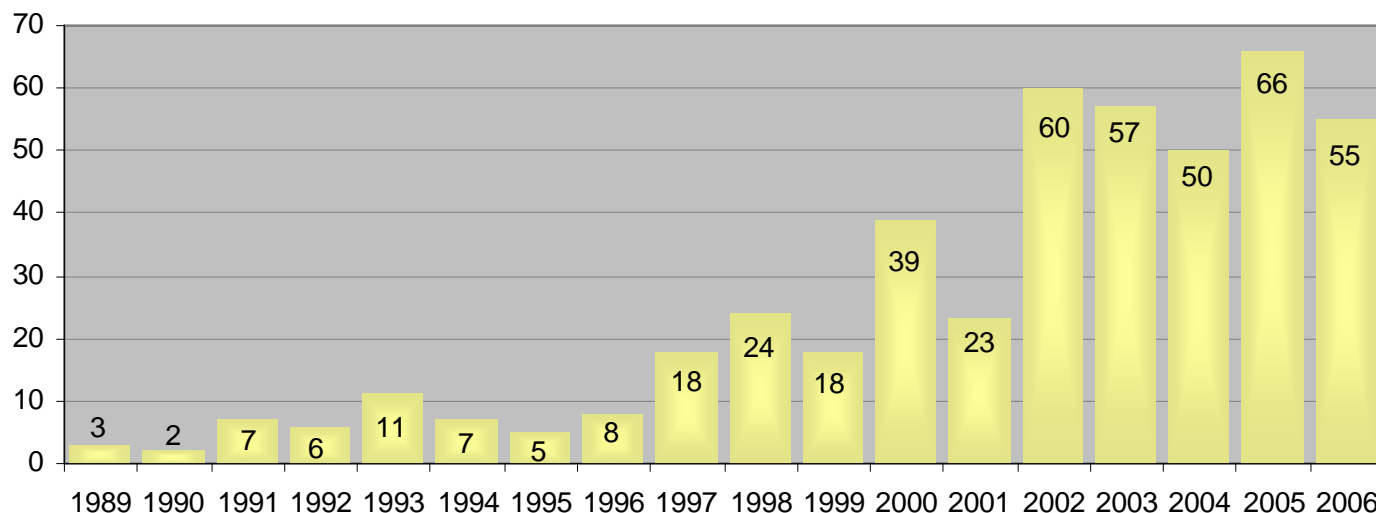




IP Portfolio



UNICAMP Patent Applications: 1989-2006



As of today Unicamp is keeping more the 500 patent deposits, which makes the University the most prolific in Latin America



IP Portfolio:

www.inova.unicamp.br

Catálogo de Patentes - Inova - UNICAMP - Microsoft Internet Explorer

Arquivo Editar Exibir Favoritos Ferramentas Ajuda

Voltar Pesquisar Favoritos Histórico

Catálogo de Patentes - Agência de Inovação - Unicamp

Consulta de Patentes

Clique **aqui** para ver todas as patentes cadastradas.

Busca por Áreas

Grupo :	Produção Industrial
Sub-grupo :	Produção Industrial Medicina, Saúde e Nutrição Produção Rural Comunicações & Tecnologia da Informação Exploração de Recursos Naturais Qualquer ...
Autores / Inventores : (Separados por ' ; ')	
Título :	
Unidade :	Selecione ...
Data de Protocolo :	(DD.MM.AAAA) ou (AAAA)
Nº Protocolo :	

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How to transfer the knowledge

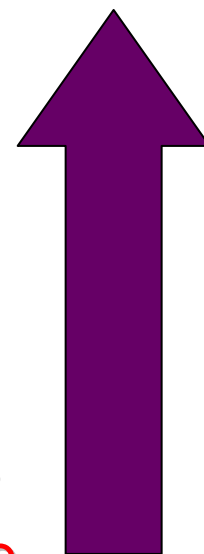
From research to licensing

■ Innovation chain: Investments 1:10:100

*Academic
Production*

*Production
Sector*

- Discovery
- Invention
- Prototype
- Engineering
- Production
- Marketing and Sales
- Technical Assistance



RISK



How to form a partnership Inova Unicamp

Initial Contact

Company demands

Portfolio presentation
Non confidential information

Identified demand

NDA

Technology presentation

Confirm interest

Patent

Know how

Non Exclusive

Exclusive

Public bid

Negotiation

Contract

Follow-up

- Joint development
- Exclusive and non exclusive licensing
- Contract items

- General Agreement
- Additives
- Licensing contracts

- Contract adjustments
- Work plan

Deadlines



What else?





Innovation Laboratories

- Places where private companies can develop their collaborative projects inside the university

- Examples:

- Future LIB – Laboratory of Biofuels;
- InovaSoft.





Company Incubation

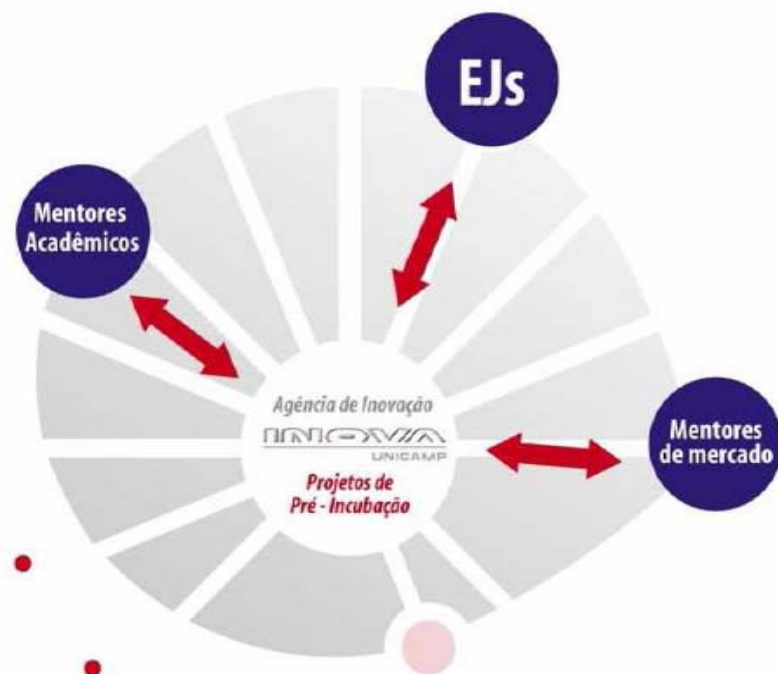
- Spin-offs of technologies (future products and services)

INCAMP





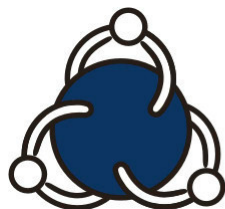
Pre-incubation of Projects





Inova in the Public Sector

- Culture, education, IT, health, public management, environment, etc.
- Opportunity for sponsored projects aligned with companies' social responsibility strategy



INOVA
nos municípios



Unicamp Ventures





Future Opportunities

- **Innovation Park at Unicamp**
 - To stimulate more intense partnerships
 - Technology consortia (e.g.,
Auto industry – pre-
competitive research)





Future Opportunities

- **Seed Capital Fund**
 - To fund spin-offs and technologies coming out from Brazilian Universities
 - Launching of a Investors call for a Brazilian Universities Seed Capital Fund – Clean Technologies – at Copenmind 2008





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Challenges & Opportunities

- Better and more spread use of incentives and government agencies
- Faster introduction of VC into the innovation chain of traditional business (corporate venturing) and universities
- All sort of opportunities are there and someone needs to catch them... by focusing on the “customer” needs





Thank You!

Inova Unicamp

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