



**Promoting IP valorisation through the IP platform – Knowledge Share run by the national network NETVAL**

<p><b>Vision and Aims</b></p>	<p>Knowledge Share’s aim is to facilitate the interaction between university technology transfer offices, academic researchers and industry partners, by providing a portal that enables users to easily access information related to patents and technologies that represent the excellence of the scientific know-how in Italy.</p> <ul style="list-style-type: none"> <li>• Knowledge Share helps TTOs and their research teams enhance their projects, by highlighting the main features of their technologies, through simple and efficient communication strategies;</li> <li>• The platform wants to become the touchpoint between corporations, SMEs and public research bodies;</li> <li>• The patent “marketplace” provides international industry scouting teams with an easy and effective way to tap into the Italian research landscape;</li> <li>• The ecosystem accelerates the generation of spin-offs and innovative technology projects;</li> <li>• The platform wall and news channel also promote and foster events and initiatives related to innovation and the exploitation of research.</li> </ul> <p>The project is also growing in an international context and wants to scale-up at an international level creating and supporting local TTO networks, by fostering their projects and patents, and replicating the KS platform in each country that wants to adhere to the initiative, in the next months.</p> <p>The platform is run and managed by Netval, in partnership with the Italian Patent and Trademark Office (UIBM), an office of the Ministry of Economic Development, and Politecnico di Torino.</p> <p>Netval is an Association that today brings together 63 universities and thirteen Public Research Bodies (EPR), eleven Scientific Hospitalization and Care Institutes (IRCCS), three foundations, three agencies. A network that represents over 60% of Italian universities and 97.2% of the total number of spin-off companies in public research.</p>
<p><b>Target Audience</b></p>	<p>Knowledge Share is a free access multisided platform aimed at companies, and more broadly innovators, from across the globe looking for new technologies, research discoveries to be translated into practical applications. KS can also be used</p>

	<p>to expedite and forge collaborations with the TTOs which are part of the ecosystem.</p> <p>The platform is aimed at those who are looking to catalyze university-industry collaboration, such as: Technology Managers, Scouting Teams, Innovation Teams, External and Academic Collaborations Liaisons, Head of R&amp;D Departments, Business Development Managers, and Angel and Venture Capital Investors</p>
<p><b>Key Features</b></p>	<p>Knowledge Share is now a hub in which innovators and scouters can easily search over 1300+ technologies and find collaborations and licensing opportunities. The ecosystem is growing thanks to the constant addition of 50+ new technologies per month.</p> <p>Universities are eligible for a free account, which they can use to manage and promote their patent portfolio to prospective industrial partners.</p> <p>The content uploaded onto the platform is curated and undergoes a stringent review process by the Knowledge Share team, who ensure that the patent descriptors conform to the platform’s “total quality” communication standard.</p> <p>Users can then navigate the platform and search for inventions that best meet their interest via Keywords and/or use the filters “Owner” and/or “Technology Sector”, to narrow down their search.</p> <p>All the technology briefs are written in a clear, easy to understand and patent-specific-free language. This means that technical and non-technical users can very easily sift through the technology portfolios to identify those of interest.</p> <p>“Marketing annex”: all users that navigate the “patent wall” can download documents that summarize the advantages and possible applications of the patent, which provide a further overview of the capabilities of the technology. This analysis is critical in helping users identify the ‘extra’ potential of the patent and how this meets with their innovation needs.</p> <p>Once the user identifies and selects the technology or group of technologies of interest, they can request to be contacted directly from the related university or research body. The university or research body will directly receive this request through Knowledge Share.</p> <p>The platform guarantees a 100% response rate within a 48-hours timeframe.</p> <p>To aid the process, a dedicated service team is assigned to facilitate the interaction. The team will follow-up on the request for contact, making sure a dialogue ensues between user and patent owner. The team also helps guide the conversation to its conclusion; i.e., if the interaction leads to a collaboration between the two parties, licensing, or a partnership to further develop the technology involved.</p> <ul style="list-style-type: none"> <li>- Freemium model</li> <li>- Total quality</li> <li>- Communication standard</li> <li>- Touchpoint and patent wall (direct contact to the research teams)</li> <li>- Marketing annex</li> </ul>

27-30  
April 2021

RESEARCH & INNOVATION

# EU Knowledge Valorisation WEEK

#EURResearchArea

#valorisation

	<ul style="list-style-type: none"><li>- Filtering system</li><li>- Constant growth (critical mass)</li></ul>
<b>Launch Date</b>	29/06/2019
<b>Partners/Sponsors</b>	<a href="#">Italian Patent and Trademark Office (UIBM)</a> ; <a href="#">Netval, Italian Network for the research valorization</a> ; <a href="#">Politecnico di Torino</a>
<b>Further Information</b>	<a href="https://www.knowledge-share.eu/en/">https://www.knowledge-share.eu/en/</a> <a href="https://events.knowledge-share.eu/?lang=en">https://events.knowledge-share.eu/?lang=en</a>
<b>Contact</b>	Shiva Loccisano: <a href="mailto:shiva.loccisano@polito.it">shiva.loccisano@polito.it</a> Support Team KS: <a href="mailto:info@knowledge-share.eu">info@knowledge-share.eu</a>