

topic – technology transfer

By virtue of their small size and entrepreneurial spirit, new disruptive technologies are often first commercialised by nimble start-up companies. But what happens when the staff in a large company develop a disruptive technology, which can completely change its market and meets internal resistance? Within such a delicate context, a technology transfer expert from Intelligentsia Consultants assisted senior management at the corporate research laboratory of a major Japanese electronics company, which was developing a new display technology. The expert made a thorough assessment of the current situation – including market potential for the new technology, existing and required capabilities to commercialise the technology, as well as corporate culture – and developed a practical business plan – covering product development, marketing, manufacturing and investment - to create a spin-out company. Following this strategic advice, the innovative display technology was introduced on mobile phones and laptops with enormous success.

Trying to find industrial partners to collaborate on developing new technology is seldom an easy task. The challenge usually becomes greater the further an organisation looks beyond its national borders. Within this context, a technology transfer expert from Intelligentsia Consultants was sent to assist a Ukrainian aerospace research organization to help them commercialise their scientific research. Following a thorough technology audit, the expert identified the organisation's composites design and modelling technology as being particularly attractive to international industrial partners. Next, the expert marketed the technology on behalf of the Ukrainian organisation across Europe. As a result, the expert successfully attracted over 300k euros of foreign investment to the Ukrainian organisation to participate in major EU collaborative research projects involving Europe's most important aerospace companies.