

# Innovation and Commercialization in the Modern World

*Trends and the Role of IP*

**Dr. Mohammed Aljafari**  
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Royal Scientific Society of Jordan

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Part 1: Innovation in a New World

Part 2: Value Creation

Part 3: Value Capture

Part 4: Critical Success Factors

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iPARK Introduction

*Enabling Entrepreneurship and Innovation since 2003*

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## The Royal Scientific Society



Established in 1970, the largest applied research institution, consultancy, and technical support service provider in Jordan

Established Jordan's first TTU: In order to realize its vision, goals and policies especially those related to the **economic development in Jordan**




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### At iPARK We



**Innovators  
Entrepreneurs**

- Focus on **JOB CREATION** & deliver **ECONOMY EVOLUTION**

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## iPARK Operations



**Innovation Support:**  
Innovation related advisory services



**Entrepreneurship Support:**  
Incubator and incubation operations management




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## iPARK Services

*Entrepreneurship and Innovation  
Enablement and Support*

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## The iPARK Incubator

Established 2003

The longest serving (and busiest)  
Jordanian incubator


Recently moved to the Grow  
building at Al Hussain Business Park

By application

Provide full incubation support

- Facility
- Network
- Logistical support
- Administrative support
- Training
- IP support
- Mentorship

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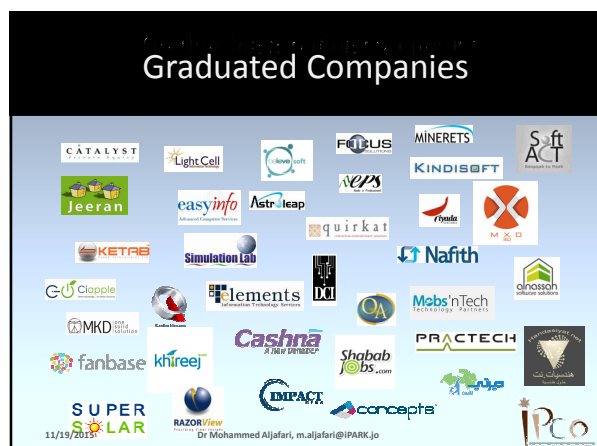
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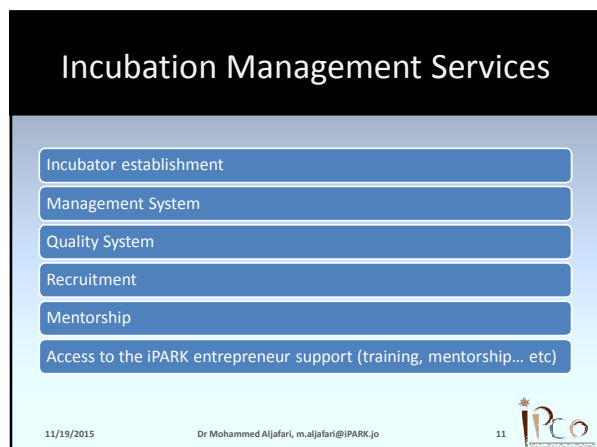
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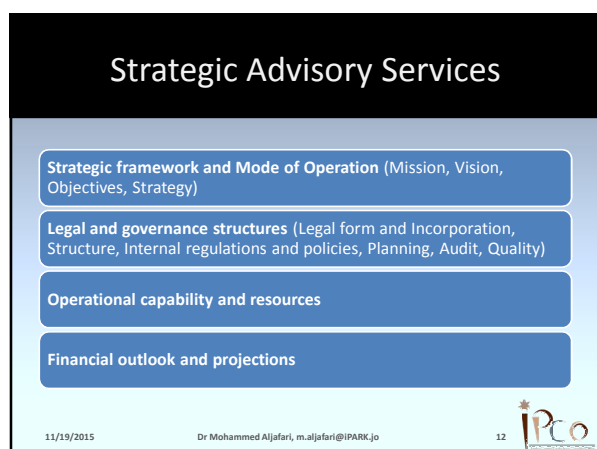
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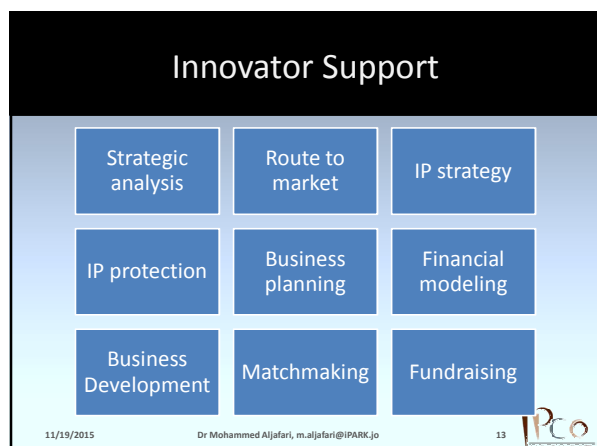
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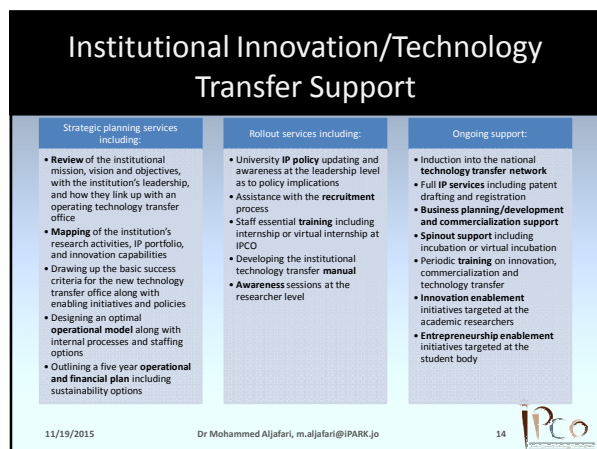
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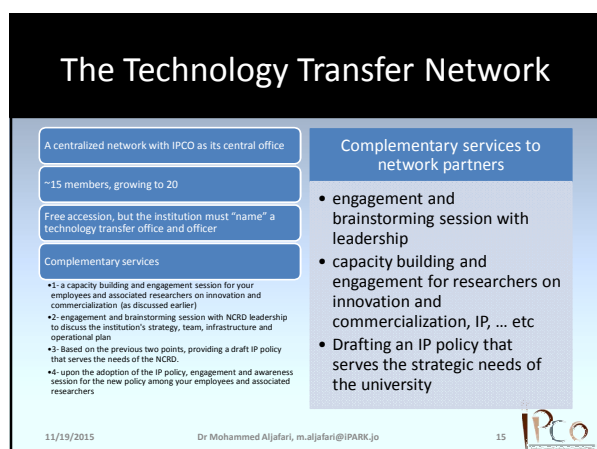
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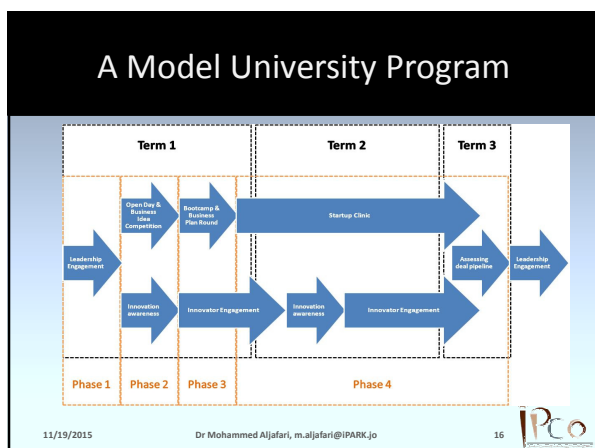
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## Innovation in a new world

*New Trends and New Mechanisms*

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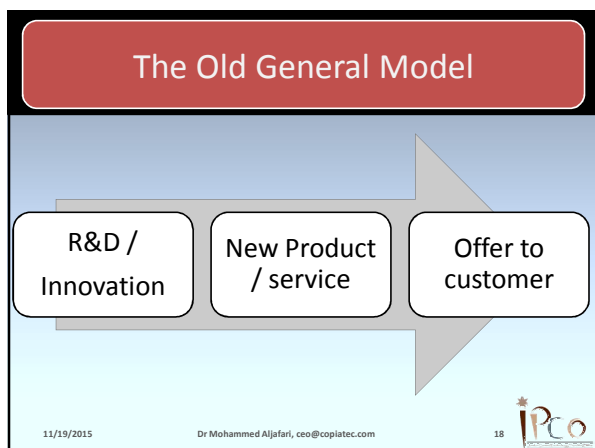
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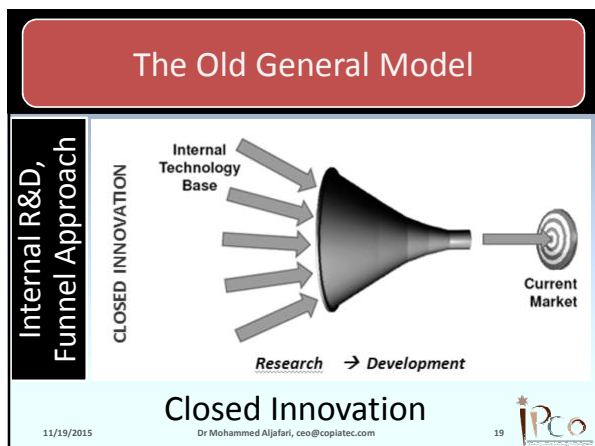
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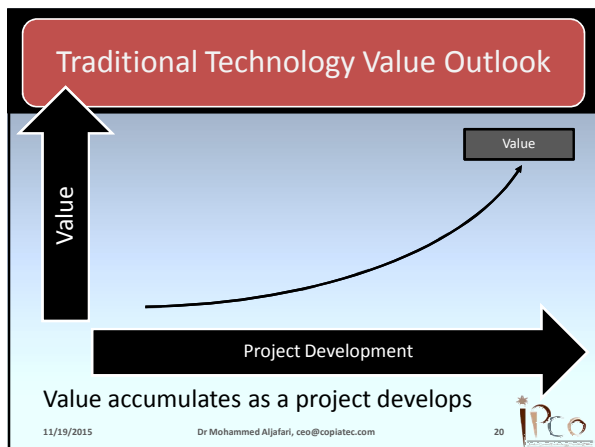
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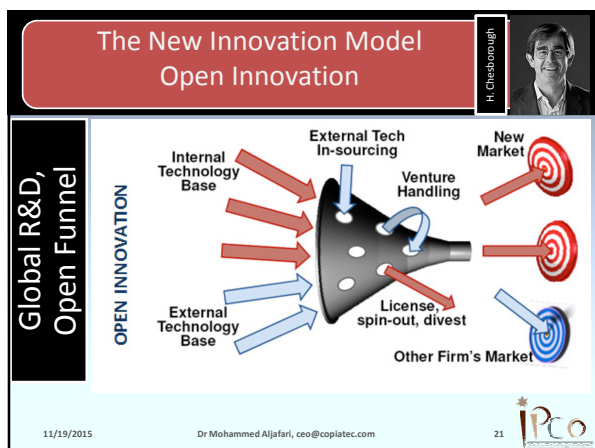
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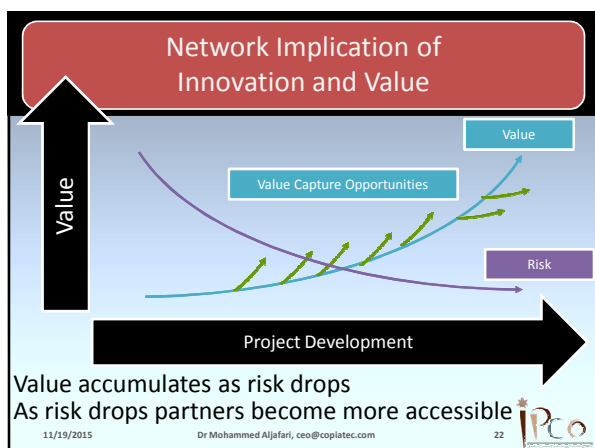
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**Conclusion**

- The world is changing, and so must research institutions
- A culture, policy and talent gap is present and widening
- Innovation is driven by people, not cash
- Commercialization is a network-centric activity
- Industry of innovation is no longer an A-Z story
- Innovation and its projects are incremental
- Value can be captures across the development cycle

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**The Economic Exploitation of Research Outcomes**

*Considerations and Perspectives*

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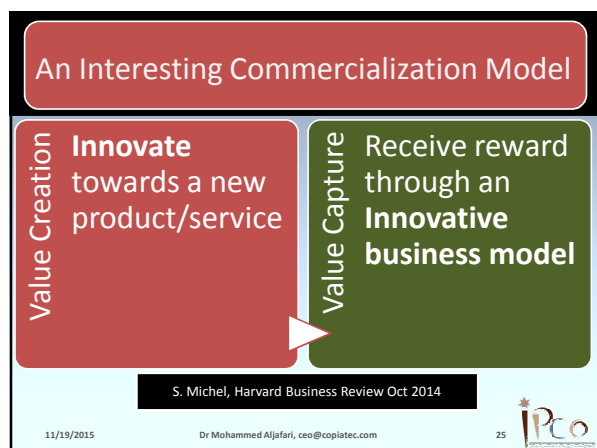
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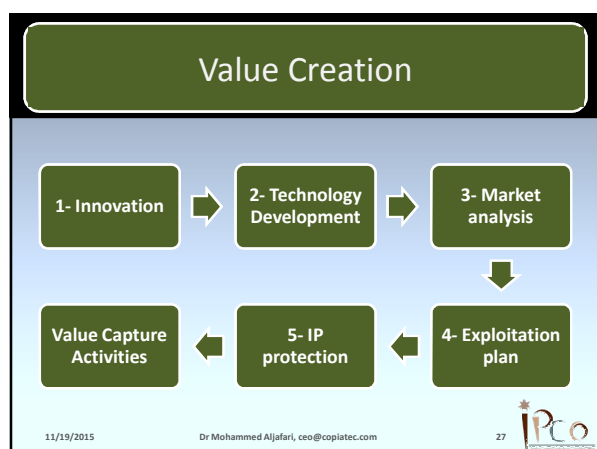
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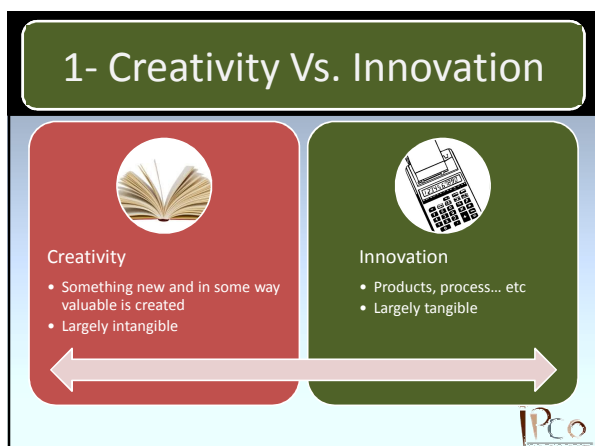
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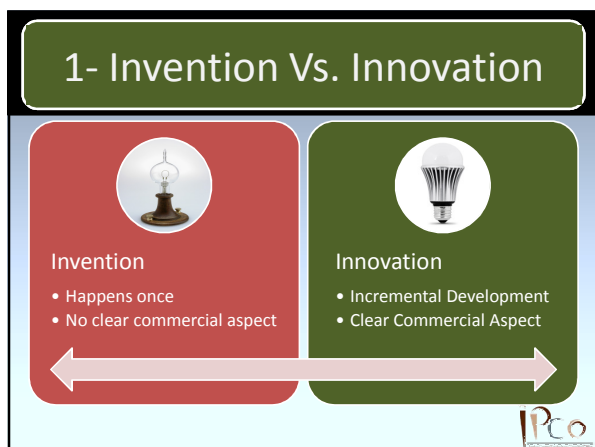
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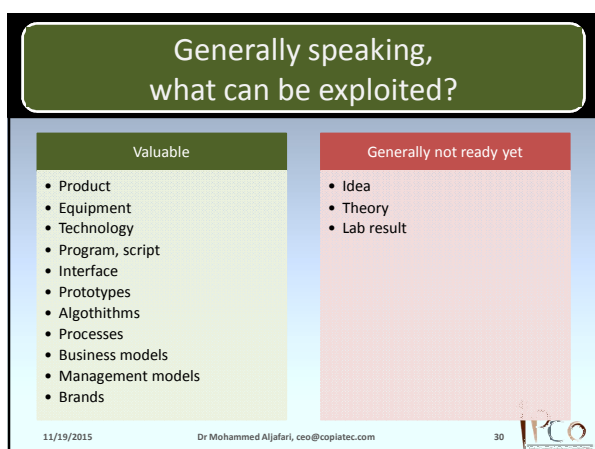
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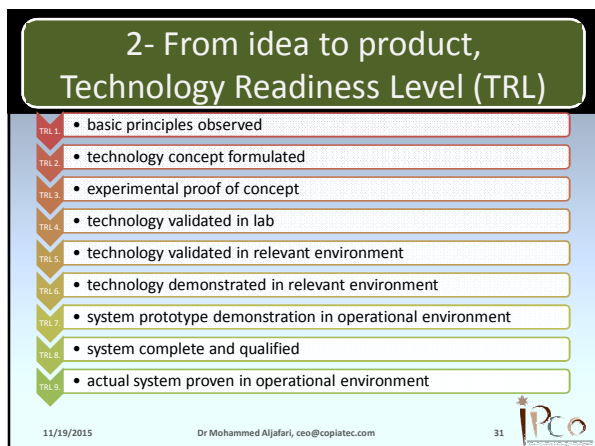
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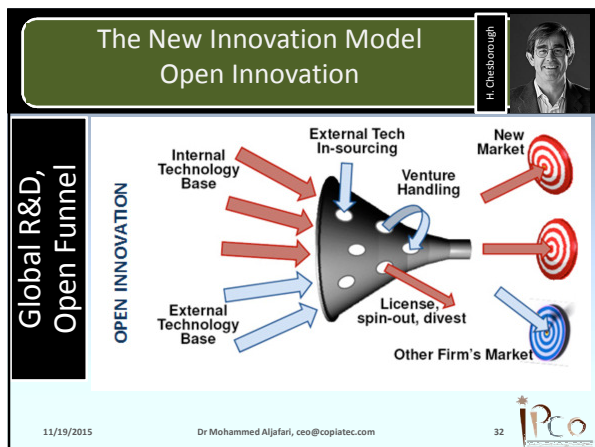
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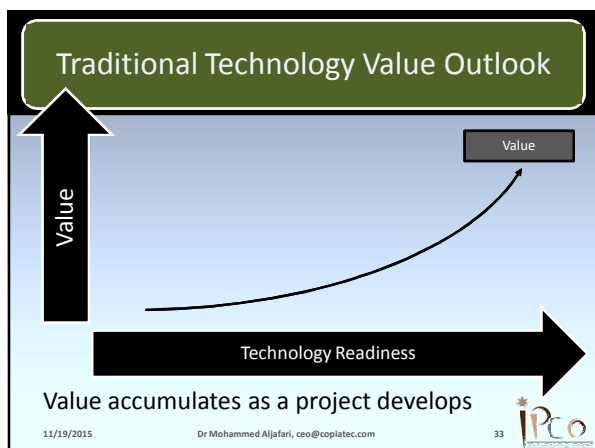
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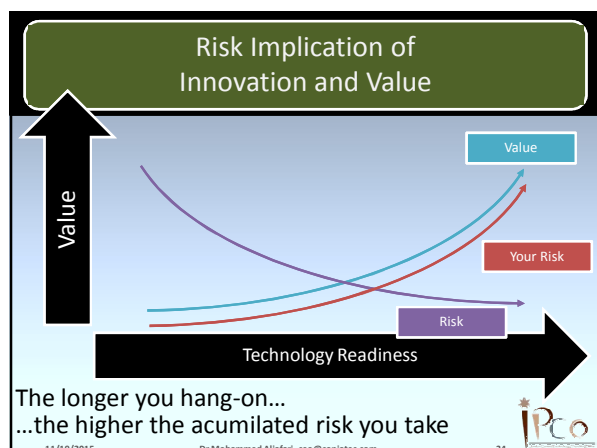
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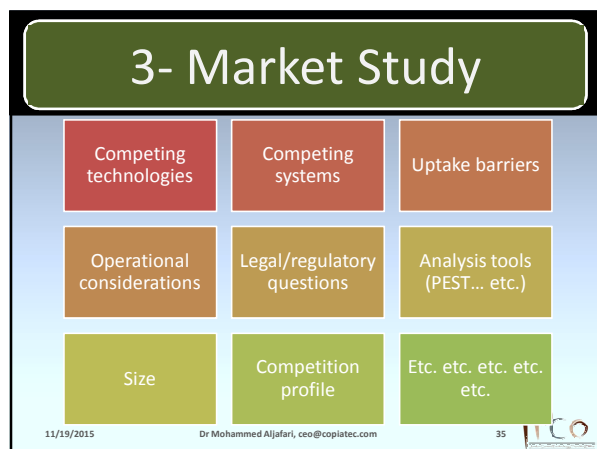
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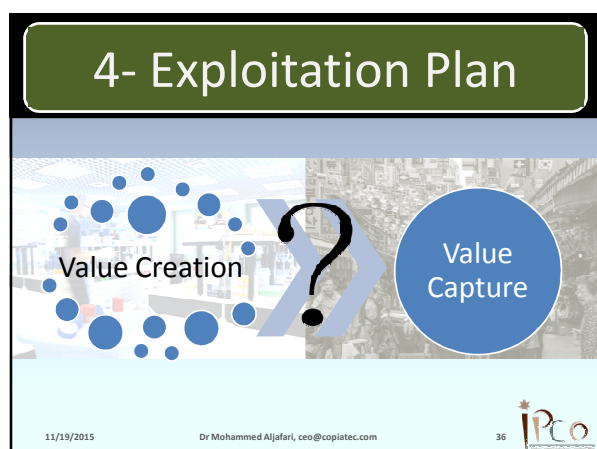
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## 5- Protection

the basic truth on IP protection (e.g. patenting)

Seeking IP protection is a commercial decision	Seeking IP protection is not a technical decision
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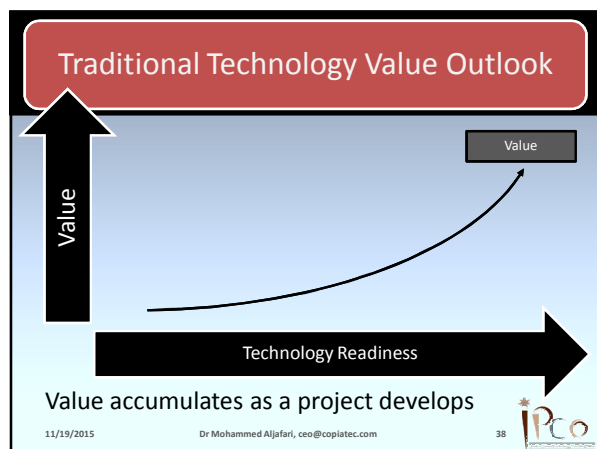
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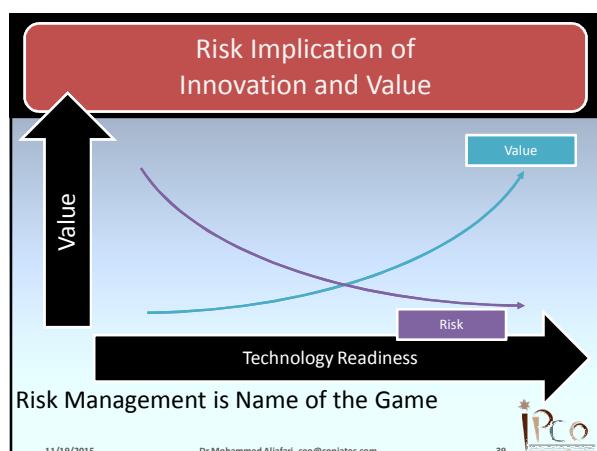
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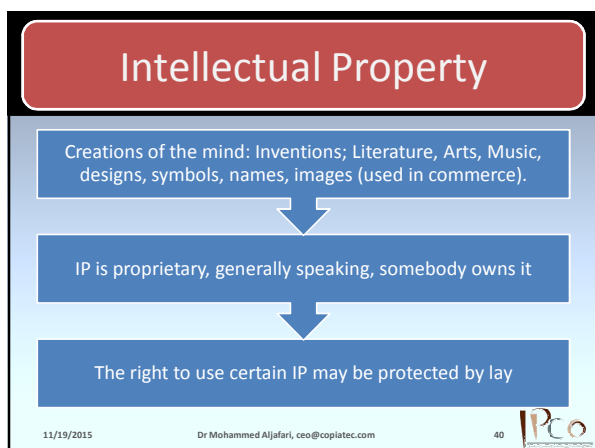
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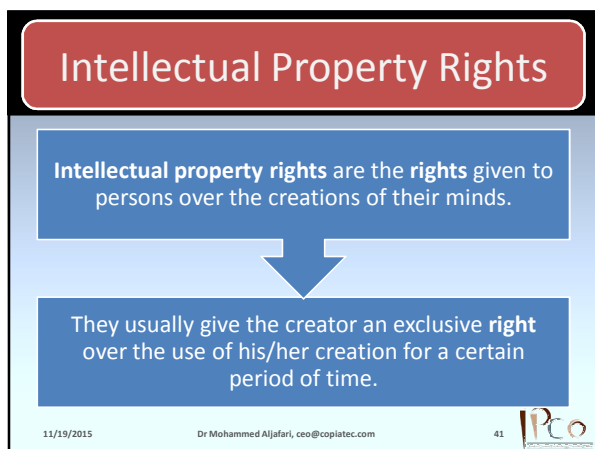
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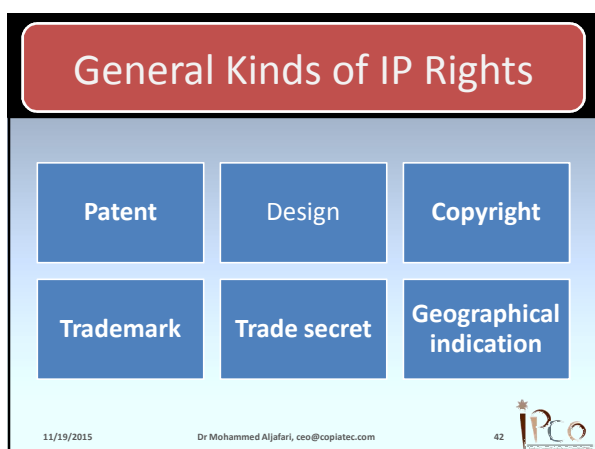
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## IP Protection

the basic truth on IP protection (e.g. patenting)

Seeking IP protection is a commercial decision	Seeking IP protection is not a technical decision
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## Other Basic IP Protection Truths

temporarily blocks competition	reduces the risk of exploitation
achieved in different ways (country / law / technology)	one domicile at a time

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## Basic IP Protection Questions

What do I gain?	Where do I want it
How is it linked to exploitation?	How do I achieve it?

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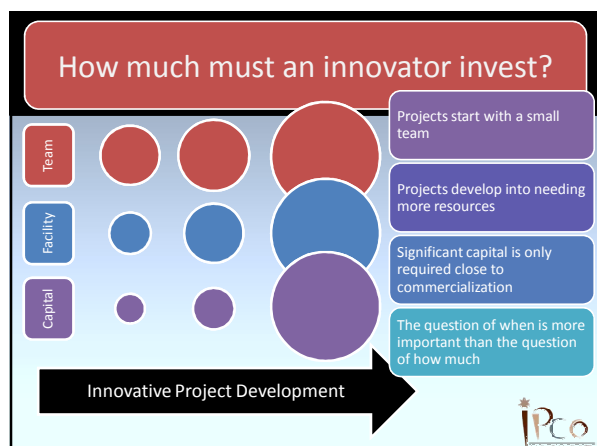
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## Part 2: Value Capture

*Cashing in, cashing out*

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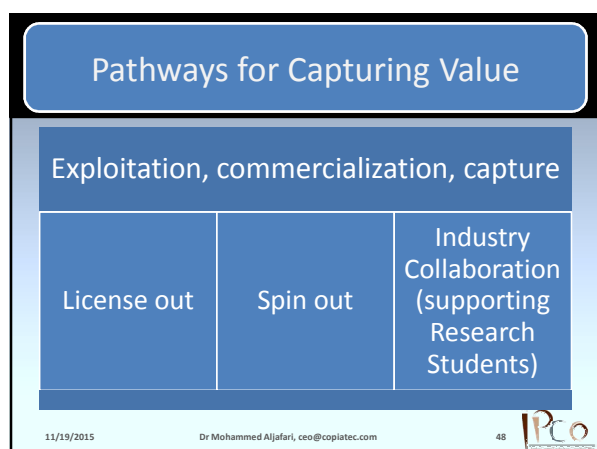
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## Spin Out Norms

A corporation is established (start-up) off campus but near

Adds relevant talent (CEO, marketing, finance...)

Acts independently, but has some access to uni. facilities

Seeking to raise capital from private investor or strategic partner (V.C.)

For lower risk (software/mature technologies)

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## Licensing Norms

Disclosure to Technology Transfer office

Prepare a strong technical dossier

IP Protection

Approach industry player

Forgo control

Royalty, upfront fee, other creative finance arrangements

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## In All Cases

Get Help!

- University Licensing Officer
- Business/Technology Consultant
- Patenting Professional
- Business Advisor
- Industry Specialist
- Your Dear Mother

Be Discreet!!!!!!

- Intellectual Property stops being yours the moment you start telling it to anyone, including your mother!

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Enabling and Supporting Innovation and Entrepreneurship in Jordan - 2015

**Strengthen the Jordan Technology Transfer Network**

**Create a National Deal flow Catalogue and Portal**

**Review, update and enact policies**

 **USAID** FROM THE AMERICAN PEOPLE | Jordan Competitiveness Program (JCP)

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WHAT'S NEW ? UPCOMING EUROMED ENERGY NETWORK PROJECTS LIBRARY ABOUT

**RES MICROGRIDS**

**RES DESALINATION**

**ENERGY EFFICIENCY IN BUILDINGS**





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**Towards a university Enterprise alliance in Jordan.**

**About TEJ**

 **TEJ** **About TEJ** The importance of relations between universities and their socio-economic environment has become a topical issue in Europe in the last 20 years, and has also been stressed within the implementation of the Bologna process.

 **Objectives** The Project will implement the following outputs and activities:

**Work packages** **Events** **Partners**

 **Tempus**

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## Part 3: Critical Success Factors

*Trying not to  
guarantee failure*

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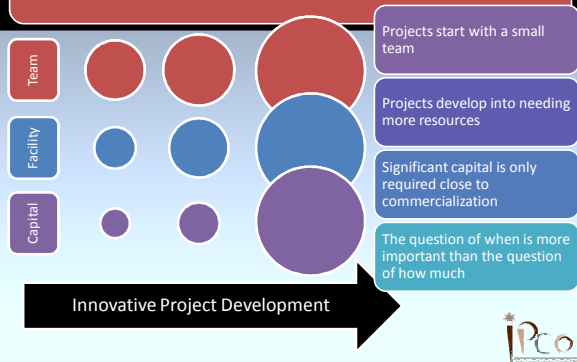
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## How much must an innovator invest?




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## Critical Success Factors




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Conclusion

**Researchers and corporations must all have the right expectation and develop the appropriate attitude if they want to work with each other**



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Entrepreneur vs. Innovator (researcher)  
stereotypes converging





- Managing risk and uncertainty
- with measured confidence
- and a spirit of adventure



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