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IP brokerage service: scope, goals & benefits

The P⁵ Innobroker project



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Is it necessary an IP brokerage service?

Public buyers normally face a number of constraints

- Lack of (IP qualified) staff
- Lack of time
- Lack of market knowledge
- Lack of experience in IP

processes





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What can an IP brokerage service offer?

- Advice & support
- Facilitation & intermediation
- Assistance (supplementary staff dedication)
- “Turn-key” options (helpdesk, *project office**)
- Education & training



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IP brokerage concept (1)

IDEALIZED INNOVATION PROCUREMENT PROCESS IN A PUBLIC ENTITY





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IP brokerage concept (2)



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Which assets does an IPB provide?

- Integrated IP Strategy: corporate awareness & advocacy
- Needs & solutions: creativity, refinement & assurance tools
- Market analysis: market knowledge, networking capabilities
- Matchmaking: mediation, mobilization & outreach resources



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Which assets does an IPB provide?

- Financing: information, fundraising support
- IP upscaling: buyers networking & coordination
- Tendering: Legal & technical advice & benchmarking. D&C
- Implementation: Technical, legal & financial assistance*
- Capitalization: monitoring, education & training, D&C

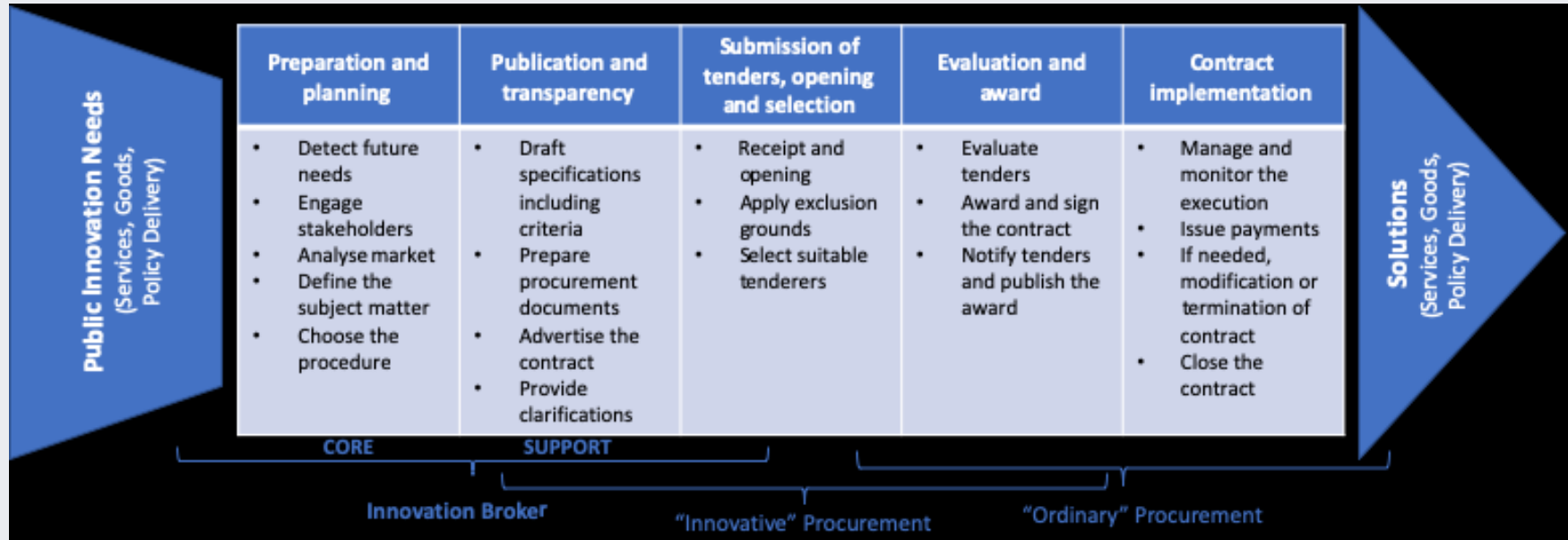


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Which assets does an IPB provide?





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Which benefits does an IP service bring?

- Shortened IP timespan
- IP market, legal & technical assurance
- Optimal IP promotion (coverage & profile)
- Better IP response & management
- Stronger buyer corporate involvement



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What does P⁵ Innobroker support - for free - ?

- Identify, select & develop an IP case
- IP case market dialogue (PMCs)
- IP tender legal & technical advice & promotion
- IP related fundraising advice
- IP case education, training & advocacy services



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The P⁵ Innobroker partnership

-  Corporación Tecnológica de Andalucía (Spain)
-  Éca-écoentreprises (France)
-  Chamber of Craft & Small Business (Slovenia)
-  Sarajevo Economic Region Development Agency (Bosnia Herzegovina)
-  Centre for Research & Technology Hellas (Greece)
-  Larnaca - Famagusta District Development Agency (Cyprus)





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¿Interested?
Feel free to contact us
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