



# InnoWeit Expert Workshop

## Innovation at the University of Pecs

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director

University of Pecs

Technology Transfer Office



Lifelong  
Learning  
Programme

Pécs, 22. May 2015.

## PTE in numbers

- 21.800 students, 2400 foreign students
- 6.507 employee
- more than 60 billion HUF budget
- 419.645 m2 infrastructure, 286 buildings
- 10 faculties with 210 majors
- 22 PhD schools



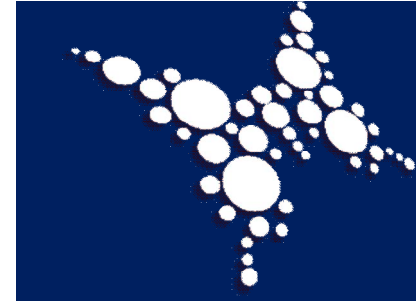
# Janos Szentágothai Research Centre

- 7700 m<sup>2</sup> infrastructure, with high quality equipment and labs (modern research facility)
- International Scientific and Industrial Advisory Board
- 24 research groups
- Biotechnology
- Smart city technologies
- Nanotechnology
- Information technology



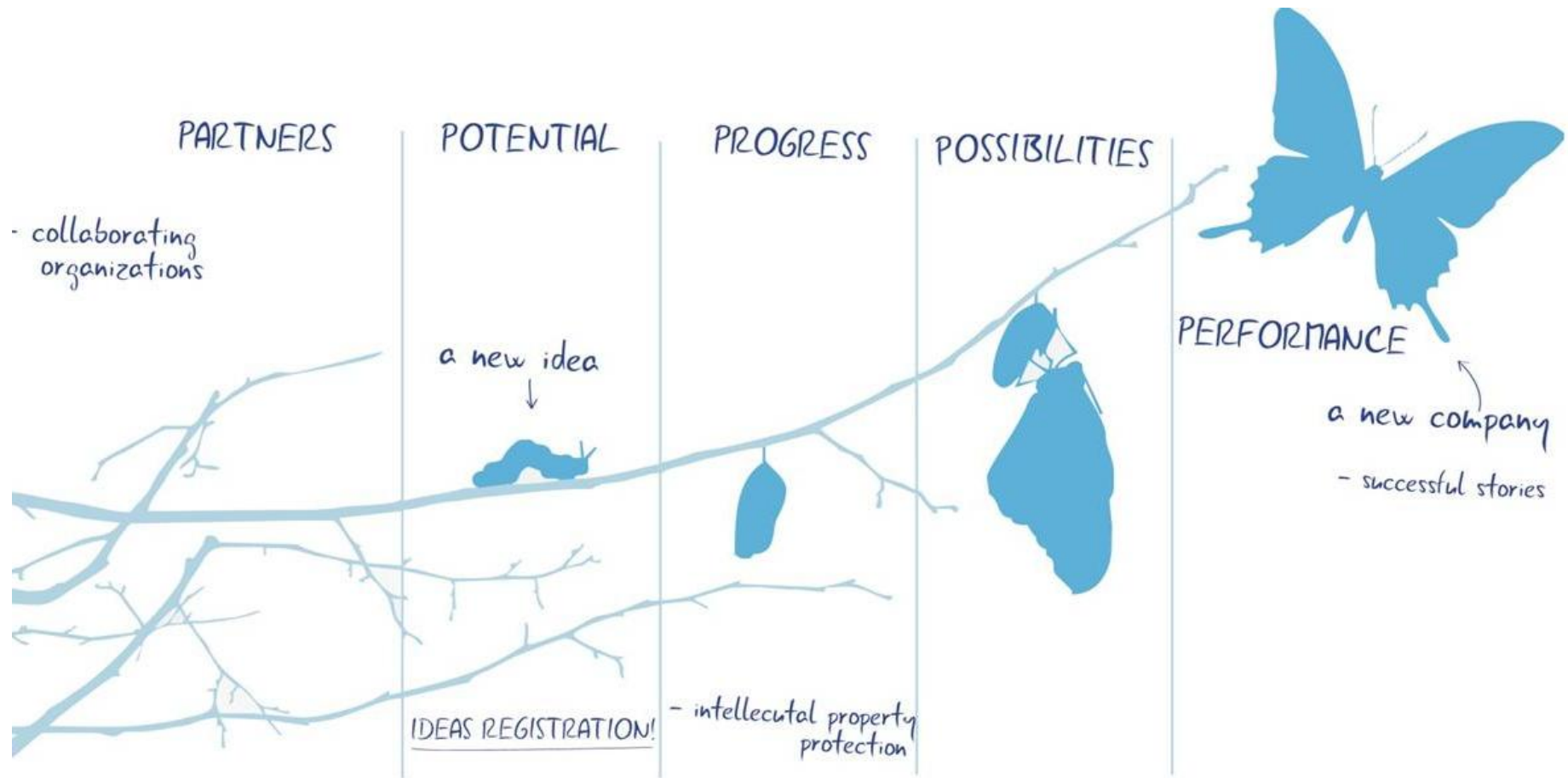
# Technology Transfer Office

- Existing from 10 years
- Main activities:
  - Technology-transfer
    - Identification and protection of intellectual property
    - Innovation management and marketing, business partner search
    - Establishing spin-off companies and mentoring
  - Research exploitation
    - Managing research portfolio
    - R+D+I services and facility management
    - Identifying the needs of business sector
  - Trainings, forums, partner meetings



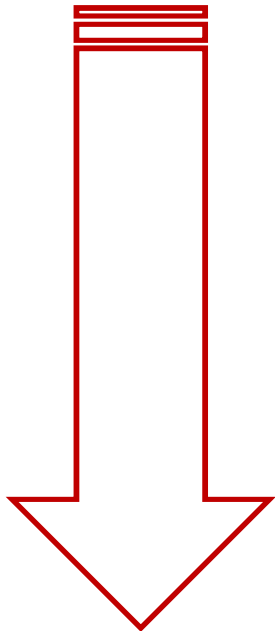
# Measuring innovation capacity

- Didn't use such a system before
- It is important because:
  - Exchange of experiences and information among staff
    - Team work
  - Dialogue between leader and employees, opinions
    - Regular meetings and face to face discussions
    - Brainstorming
  - Personal work in accordance with the objectives of the organization, strategy and vision
  - Customer's needs
    - Partner meetings, needs of business sector
  - Flexibility, adapt to rapid changes
  - Training for employees, social awareness, attitude of the CEO



# Exploitation

50-80%



**R+D**

**Relationships**

**Researcher**

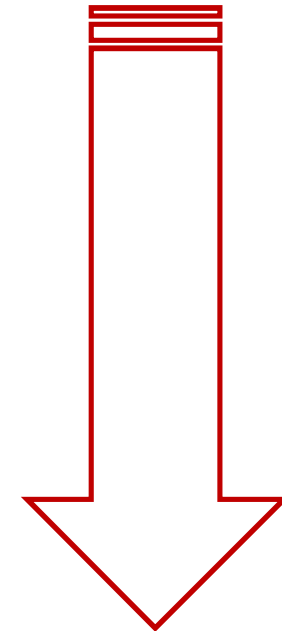
**Applicat  
ion**

**TTO**

**Patenting**

**Innovation  
Fund**

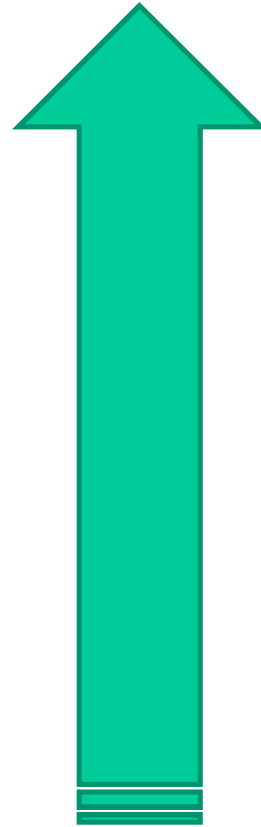
20 %



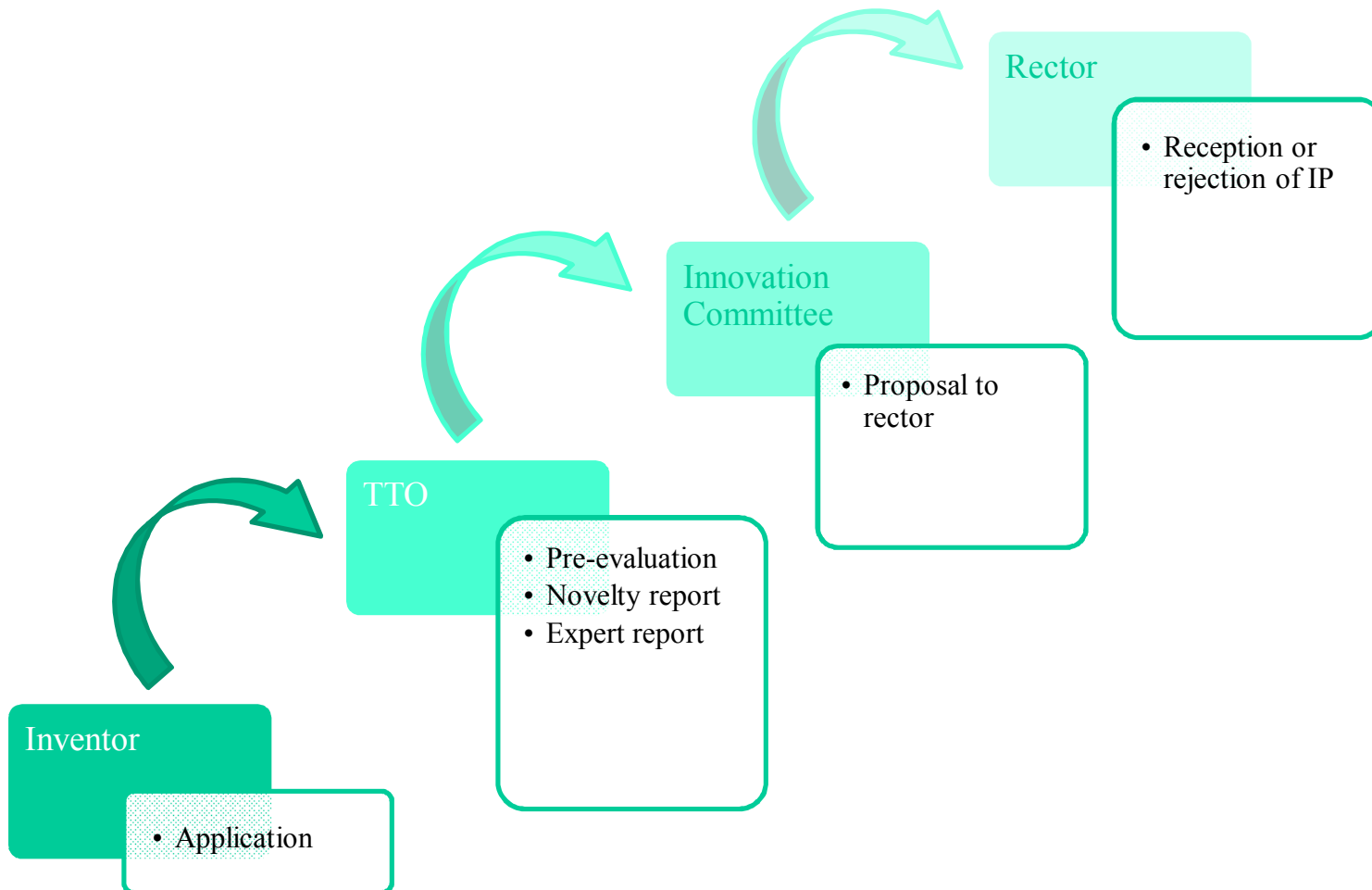
**Partner search**

**Innovation  
marketing**

**Innovation  
management**



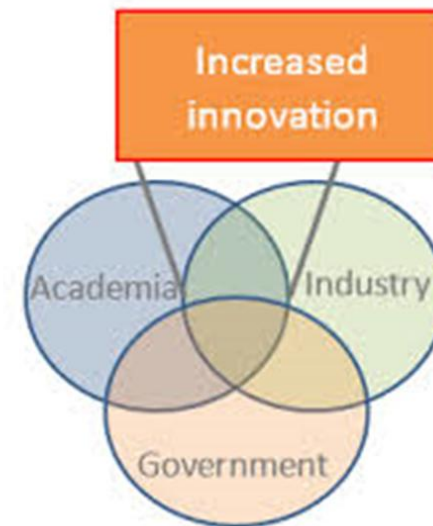
# Way of IP





# Academy-business

- Tasks of universities beyond education and research:
  - Entrepreneur-service-business-3.generation Uni
  - Education and research responsive to market needs
  - Knowledge transfer into the industry
  - Academy-business relations
  - Enterprising approach
- External (H2020, GINOP) and internal pressure
- Triple helix modell



# IP portfolio of University of Pecs

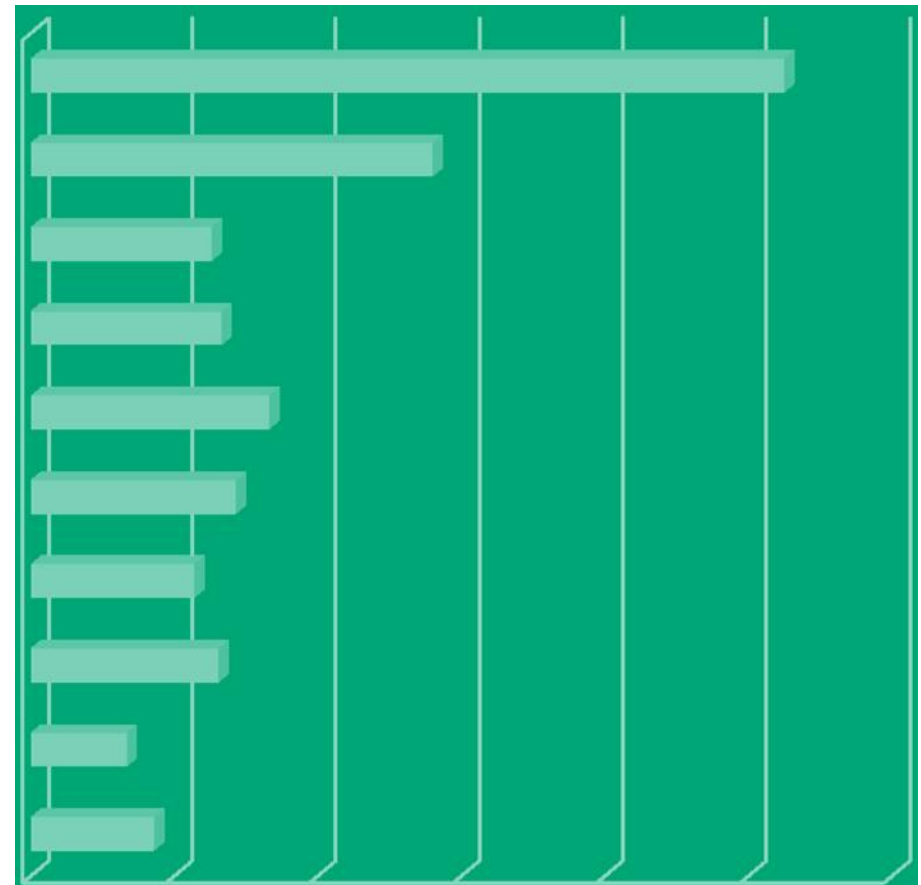
- 86 IPs
- 111 patent applications (91 national and regional applications, 20 PCT (international) application)
- 25 granted patents
- 3 utility models
- 1 trademark

## **Uni according to business...**

- Why is it good for me and my company?
- Bureaucratic, slow, communication is complicated
- Impersonal, huge, no direct contact
- What kind of R+D and services?
- What kind of infrastructure?
- Too theoretical, no practical use
- „Ivory-tower”

# Types of relationships

- 1. practice
- 2. education, training
- 3. business experts involved to education
- 4. learning langages
- 5. participation on events
- 6. information services
- 7. commition of experts
- 8. grant partnering
- 9. innovation services
- 10. R+D cooperation



0% 10% 20% 30% 40% 50% 60%

## **Services of University of Pecs**

- Good qualified experts
- R+D competency (people, equipment, modern infrastructure)
- Education forms and themes accordance with the needs of the business sector
- Scientific results, patents
- Cooperation in grants
- Guidance in protection of IPs

## **Why is it good for enterprises?**

- Bridge between academy and business sector
- Information about R+D topics, services, facility
- Support from the project development to implementation
- Free of charge advice how to protect IPs
- Preparing R+D, non-disclosure or cooperation agreements
- Writing and managing EU grants

**innovait**

FROM INNOVATION TO LIFE LONG LEARNING



**Thank you for your attention!**

**Kottászné dr. Vass Orsolya**

director

TTO

[innovacio.pte.hu](http://innovacio.pte.hu)



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