FRAUNHOFER INNOVATION EXPERIENCE
LESSONS FOR BULGARIA

Korea-Germany-Poland Innovation Program

Workshop 20.03.2018, Sofia, Bulgaria

FRAUNHOFER CENTER FOR INTERNATIONAL MANAGEMENT AND KNOWLEDGE ECONOMY IMW
Prof. Dr. Arno Basedow
The Interest in Knowledge Sharing and Knowledge Transfer in Line with the new German High-Tech Initiative

IP Management in Knowledge Sharing

Fraunhofer Offers and Services for Technology Transfer Internationally

Accelerating Research and Business through Fraunhofer

Fraunhofer Cooperation Projects with Poland and Korea

The Opportunities and Benefits that Result from Handling these Tasks Properly
TOPICS

1. The New German High-Tech Strategy
2. IP Management in Knowledge Sharing
3. Fraunhofer Knowledge Transfer
4. Fraunhofer International IMW
5. Fraunhofer IMW Accelerator
6. Fraunhofer Project SIMS with Poland
7. Fraunhofer Projects with Korea
1. THE NEW GERMAN HIGH-TECH STRATEGY

1.1. BOOSTING INNOVATIVE POWER

The five pillars of innovative power:

… Prioritizing future challenges on prosperity and quality of life

… Consolidating resources and promoting transfer.

… Strengthening the dynamism of innovation in industry

… Creating favorable conditions for innovation

… Strengthening dialogue and participation

Source: https://www.bmbf.de/pub/HTS_Broschuere_engl_Bf.pdf
1. THE NEW GERMAN HIGH-TECH INITIATIVE

1.2. SOCIO-ECONOMIC EFFECTS IN INDUSTRY 4.0

- Attractive jobs
- Human engineering ergonomics
  - Appropriate work agility
- Qualifications capabilities/skills
- Organization function/tasks
- Competitiveness
  - Productivity labor costs
  - Employment security

- Work in industry 4.0

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## 2. IP MANAGEMENT IN KNOWLEDGE SHARING

### 2.1. SYSTEMATIC COMMUNICATION AND INCENTIVES

<table>
<thead>
<tr>
<th>Communication</th>
<th>Incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Methods</strong></td>
<td><strong>Incentives</strong></td>
</tr>
<tr>
<td>• Fixation of competences</td>
<td>• Specification of the individual goals</td>
</tr>
<tr>
<td>• Definition of the processes for external search</td>
<td>• Integration of the external knowledge search</td>
</tr>
<tr>
<td>• Definition of the processes for internal knowledge transfer</td>
<td>within the system of the objectives / incentives</td>
</tr>
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<td></td>
<td>• Delegation of decisions</td>
</tr>
<tr>
<td><strong>Culture</strong></td>
<td><strong>Incentives</strong></td>
</tr>
<tr>
<td>• Agreement on transparency of company activities</td>
<td>• Implementation of a clear collaborative</td>
</tr>
<tr>
<td>• Fixation of positive understanding for discussions and cooperation</td>
<td>culture</td>
</tr>
<tr>
<td>• Assessment of common cross-divisional conceptions about values and goals</td>
<td>• Agreement on acceptance of failure</td>
</tr>
<tr>
<td></td>
<td>• Generation of a positive attitude towards</td>
</tr>
<tr>
<td></td>
<td>external factors and developments</td>
</tr>
</tbody>
</table>
2. IP MANAGEMENT IN KNOWLEDGE SHARING

2.2. DEVELOPING STRATEGIES

- Strategy
- Culture
- Networks
- Understanding industry
- Key performance indicators
- Professional back office
- Entrepreneurial behavior
- Human Resources
- Infrastructure
- Scientific excellence
2. IP MANAGEMENT IN KNOWLEDGE SHARING

2.3. MATCHING HUMAN SIDE WITH ORGANIZATIONAL SIDE

The Human Side ("Creativity"): 
• Motivation and incentives
• Leadership and culture
• Teamwork and tools
• Communication and responsibility
• Managing the interfaces (e.g. R&D, internal/external contacts)
• IP-management (e.g. patenting, selective revealing)

The Organizational Side ("Complexity"): 
• Structures (functional, divisional, standardized processes)
• Capabilities and capacities
• Extent of cooperation
• Collaborative programs (e.g. doctoral)
• Industrial dynamics and manufacturing
• Change management (CEO-commitment: I know, I can, I will)
2. IP MANAGEMENT IN KNOWLEDGE SHARING

2.4. PREREQUISITES FOR SUCCESS

Three Pillars:

- Knowledge acquisition
- Knowledge management
- Knowledge integration

• Capabilities for interactive communication and networking
• Ability to understand entrepreneurial processes and innovation problems
• Ability to clusters ideas by correlated content
• Ability to translate these processes and problems into a clearly structured project
• Ability to benchmark and to identify those who can best provide these requirement
• Ability to define the capabilities, skills, knowledge, and resources necessary for solving the problem
• Capabilities to establish the necessary relationships and organizational measures
3. FRAUNHOFER KNOWLEDGE TRANSFER

3.1. BACKGROUND

1. Contract Research
2. IP Exploitation
3. Education
4. Spinoffs
5. Equity Investment
3. FRAUNHOFER KNOWLEDGE TRANSFER

3.2. FRAUNHOFER INNOVATION TRIANGLE

- Cooperating with clusters and competence centers
- Reinforcing strengths
- Accelerating innovation by creating regional focuses
- Creating beacons of research
3. FRAUNHOFER KNOWLEDGE TRANSFER
3.3. FIELD OF ACTIVITIES AND EXPERTISE
3. FRAUNHOFER KNOWLEDGE TRANSFER

3.4. FRAUNHOFER EXPERTISE GROUPS

<table>
<thead>
<tr>
<th>Group</th>
<th>Associated Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICT</td>
<td>AISEC, ESK, FIT, FKIE, FOKUS, IAIS, IAO, IDMT, IESE, IGD, IOSB, ISST, ITWM, IVI, MEVIS, SCAI, SIT</td>
</tr>
<tr>
<td>Life Sciences</td>
<td>EMB, IBMT, IGB, IME, ITEM, IVV, IZI</td>
</tr>
<tr>
<td>Light &amp; Surfaces</td>
<td>FEP, ILT, IOF, IPM, IST, IWS</td>
</tr>
<tr>
<td>Microelectronics</td>
<td>EMFT, ENAS, FHR, HHI, IAF, IIS, IISB, IMS, IPMS, ISIT, IZM</td>
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<tr>
<td></td>
<td>Associated members : ESK, FOKUS, IDMT, IKTS, IZFP</td>
</tr>
<tr>
<td>Production</td>
<td>IEM, IFF, IML, IPA, IPK, IPT, IWU, UMSICHT</td>
</tr>
<tr>
<td>Defense and Security VVS</td>
<td>EMI, FHR, FKIE, IAF, ICT, INT, IOSB</td>
</tr>
<tr>
<td></td>
<td>Associated members: HHI, IIS, ISI</td>
</tr>
<tr>
<td>Materials and Components</td>
<td>EMI, IAP, IBP, ICT, IFAM, IKTS, IMWS, ISC, ISE, ISI, IWES, IWM, IZFP, LBF, WKI</td>
</tr>
<tr>
<td>New Materials</td>
<td>Associated members: IGB, ITWM, IIS</td>
</tr>
</tbody>
</table>

Institutes outside groups: IMW, IRB
3. THE FRAUNHOFER KNOWLEDGE TRANSFER

3.5. POOLING EXPERTISE THROUGH ALLIANCES

Fraunhofer Alliances facilitate customer access to services and research results of the Fraunhofer-Gesellschaft. Groups of institutes active in related fields provide expert advice on complex issues and coordinate the development of appropriate solutions.

Adaptronics  
Advancer  
Ambient Assisted Living  
AutoMOBILE Production  
Battery  
Building Innovation  
Big Data  
Cloud Computing  

Digital Cinema  
Embedded Systems  
Energy  
Food Chain Management  
Additive Manufacturing  
Lightweight Structures  
Nanotechnology  
Photocatalysis  

Polymer Surfaces  
Cleaning Technology  
Simulation  
Space  
Water Systems (SysWasser)  
Traffic / Transportation  
Vision
AUTHENTIC INNOVATION DATES BACK TO 1814

JOSEPH VON UTZSCHNEIDER (1763-1840) – ENTREPRENEUR

JOSEPH VON FRAUNHOFER (1787-1826) – GENIUS

Joseph von Fraunhofer

Fraunhofer lines in the solar spectrum

New methods for the production of lenses

Manager and partner of a glassworks

The three pillars of applied research

Researcher

Inventor

Entrepreneur

Fraunhofer-Gesellschaft

F&E for business, society and state

Mp3-format, white LED, HD-thermal camera

Research budget: approx. 2.3 billion € annually

Further example: Carl Zeiss (Entrepreneur; 1816-1888); Ernst Abbe (Genius; 1840-1905)

Conclusion: At that time this was much more than today’s highly praised „Innovation 4.0“
A WELL-KNOWN SUCCESS STORY
Contractual exploitation and commercialization: Specialization through application = „field of use“

Example: mp3
(Fraunhofer-Gesellschaft)
Licensing according to the standard business conditions of the research organisation (e.g. for specific „fields of use“)

**Patent:** Audio Coding Process

**Objective:** Improvement of voice reproduction in systems of low storage capacity (e.g. telephone)

**Origin:** Voice play-back systems for announcements in public traffic
4. FRAUNHOFER INTERNATIONAL - IMW
4.1. MANAGEMENT AND KNOWLEDGE ECONOMY

Who we are?

International Team with **Focus on:** International Marketing & Research & Business

What we do?

Research/Development/Consulting: Development and Commercialization of R&D Internationally
4. FRAUNHOFER INTERNATIONAL – IMW

4.2. RESEARCH AND BUSINESS ACCELERATION

Competitive Intelligence
- How to get competitive intelligence using innovative IT tools?

Innovation Financing
- How to bridge the gap between innovators and investors?

Science Communication
- How to communicate inventions and innovations?

Professionalization of Technology Transfer
- How to organize knowledge and technology transfer (make or buy)?

Interdisciplinarity
- Economics, Business, Social Sciences, Culture/Languages
4. FRAUNHOFER INTERNATIONAL – IMW

4.3. ORGANIZED INTERNATIONALIZATION

- Senior Advisors
- Country Managers
- Marketing
- R&D
- Project-related
- Analytics
- Dissemination
- Trainings
- Networking
- Group-related
4. FRAUNHOFER INTERNATIONAL – IMW
4.4. BOOSTING BILATERAL COOPERATION IN RDI

- excellent applied research
- large industry
- made in Germany
- national funding

SMEs → R&D → R&D & Business → Fraunhofer → Ideas → Politics → Universities → Ideas → SMEs

- R&D
- Politics
- Universities

- excellent basic research
- startup nation
- talented ICT & engineering experts
- EU funding

excellent applied research
large industry
made in Germany
national funding

FRAUNHOFER INTERNATIONAL – IMW
4.4. BOOSTING BILATERAL COOPERATION IN RDI

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- Politics
- Universities

- excellent basic research
- startup nation
- talented ICT & engineering experts
- EU funding
4. FRAUNHOFER INTERNATIONAL – IMW

4.5. REQUIREMENTS FOR SUCCESS ABROAD

- **To know about:**
  - market potential
  - regulatory barriers
  - key competitors
  - funding possibilities

- **To possess:**
  - competitive products
  - financial capital
  - qualified employees
  - marketing skills
  - strategic contacts
4. FRAUNHOFER INTERNATIONAL – IMW
4.6. RESEARCH AND BUSINESS CAPABILITIES ABROAD

To successfully develop business and research capabilities abroad, companies should consider the following questions:

- **In General**: Where to go international?
- **Location**: Where to invest and develop the business: location?
- **Clients**: How to make my technologies recognized among clients?
- **Marketing**: How to set-up a successful marketing model?
- **Representation**: In which form to set-up a company?
- **Commercialization**: How to prepare the commercialization?
- **Development**: How to adapt and further develop the technology?
- **Partnerships**: How to create successful partnerships?
- **Marketing**: How to market the technologies?
- **Cooperation**: How to cooperate with research/business partners?
- **Funding**: How to finance projects through public/private funding?

And last but not least - Who can support me in this process?
5. FRAUNHOFER IMW ACCELERATOR
5.1. ACCELERAPP BASIC PHILOSOPHY

Support to foreign innovative companies in expanding their research and business opportunities in Germany and Europe.
5. FRAUNHOFER IMW ACCELERATOR
5.2. ACCELERAPP OFFERS

1. Knowledge Sharing → Thematic Presentations
2. Counseling → Thematic Advice
3. Research → Contracted Research Projects
4. Brokering → Information and Networking Platforms
5. Professionalization → International Acceleration Program
## 5. FRAUNHOFER IMW ACCELERATOR
### 5.3. ACCELERAPP SERVICES

<table>
<thead>
<tr>
<th>Participation Package:</th>
<th>Benefits:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus Session (1)</td>
<td>Building Competencies</td>
</tr>
<tr>
<td>Strategic Research (1)</td>
<td>Developing a Strategy</td>
</tr>
<tr>
<td>Customs Coaching (30h)</td>
<td>Connecting with Partners</td>
</tr>
<tr>
<td>Networking Tours (3)</td>
<td>Networking with Experts</td>
</tr>
<tr>
<td>Friendly-Fire-Panel (1)</td>
<td>Validating the Strategy</td>
</tr>
<tr>
<td>Need for support for foreign SMEs</td>
<td>Support tools of Fraunhofer</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td><strong>Market Information:</strong> To get information of market specifics in Germany</td>
<td>Customized Market Analysis on:</td>
</tr>
<tr>
<td></td>
<td>- Customers and Competitors</td>
</tr>
<tr>
<td></td>
<td>- Business and R&amp;D partnerships</td>
</tr>
<tr>
<td></td>
<td>- Regulations and Incentives</td>
</tr>
<tr>
<td><strong>Contacts:</strong> To establish relevant strategic contacts in Germany</td>
<td>Customized Networking Sessions with:</td>
</tr>
<tr>
<td></td>
<td>- Potential customers and distributors</td>
</tr>
<tr>
<td></td>
<td>- Technology and business advisors</td>
</tr>
<tr>
<td></td>
<td>- Marketing partners</td>
</tr>
<tr>
<td><strong>Personal Advice:</strong> To discuss critically ideas with experts in Germany</td>
<td>Customized coaching:</td>
</tr>
<tr>
<td></td>
<td>- Business Development and Sales</td>
</tr>
<tr>
<td></td>
<td>- Communication and Marketing</td>
</tr>
<tr>
<td></td>
<td>- Technology Development</td>
</tr>
<tr>
<td></td>
<td>- Partnerships</td>
</tr>
<tr>
<td><strong>Market Visibility:</strong> To show presence of products and technologies in Germany</td>
<td>Support in Participation in Events:</td>
</tr>
<tr>
<td></td>
<td>- Conferences and fairs</td>
</tr>
<tr>
<td></td>
<td>- Other events</td>
</tr>
<tr>
<td><strong>Project Assistance:</strong> To prepare, realize and evaluate the project in Germany</td>
<td>Support in Project Management:</td>
</tr>
<tr>
<td></td>
<td>- Project Manager on-site</td>
</tr>
<tr>
<td></td>
<td>- Language support</td>
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<tr>
<td></td>
<td>- Office space on-site (if necessary)</td>
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</tbody>
</table>
5. FRAUNHOFER IMW ACCELERATOR

5.5. SELECTED ACCELERPAPP KEY QUESTIONS

- Which are the key success factors and differences in innovation development globally?
- What is the value of international partnerships in incubation and commercialization?
- What makes an innovation from market A to be successful in market B?
- Why do some successful technologies and products stick abroad?
- Which strategies cut time-to-market, to clients, to success?
- Why startups do matter?
- How can big companies benefit from cooperation with small ones?
- How can Fraunhofer accelerate and benefit from co-innovation?
## 5. FRAUNHOFER IMW ACCELERATOR
### 5.6. ACCELERAPP PROJECT FOR A FOREIGN IT COMPANY

**Motivation**
- To build business presence in the 3rd market (after Poland and USA)
- To establish R&D partnerships in Germany

**Obstacles**
- Lack of a strong partner on-site
- Time pressure

### Support Process of Fraunhofer Project Team: 4 months

<table>
<thead>
<tr>
<th>Specific Information</th>
<th>Relevant Contacts</th>
<th>Personal Advice</th>
<th>Market Visibility</th>
<th>On-site Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ List and check: Clients</td>
<td>✓ List and check: Competitors</td>
<td>✓</td>
<td>✓ Guided participation in fairs “e-World 2014”</td>
<td>✓ Office Space in Germany</td>
</tr>
<tr>
<td>✓ List and check: R&amp;D Partners</td>
<td>✓</td>
<td>✓</td>
<td>✓ Language Support</td>
<td></td>
</tr>
</tbody>
</table>

- Motivation
- Obstacles
- Specific Information
- Relevant Contacts
- Personal Advice
- Market Visibility
- On-site Guidance

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5. FRAUNHOFER IMW ACCELERATOR
5.7. ACCELERAPP CASE STUDY GoGlobal

Example GoGlobal Project with B+R Accelerator @ Fraunhofer IMW

Company & Business Field:
Assistech, ICT/Health

Duration:
December 2015 - March 2016 (Phase 1: Market Validation)

Objectives:
Validation of Innovation Potential, Technology Promotion in German Hospitals

Results:
Designed Business Model for Germany, Feedback to Product from German Doctors, A Common Medical Publication, Technology Promoted in German Market

Overview of the Support Process (Key Steps):

- Step 1: Business Audit
- Step 2: Quick Market Check
- Step 3: Business Coaching
- Step 4: Technology Expo
- Step 5: Go2Market Strategy
- Step 6: Follow-up Development

Technology:
System "C-Eye"

Assistech
High precision operation
- Full integration
- Eye tracking interface
- Touch screen
- Extensive database of content and exercises
- Personalization system

Product and Business Modelling
5. FRAUNHOFER IMW ACCELERATOR

5.8. OVERVIEW OF ACCELERAPP PROJECT RESULTS

- Generated contacts: over 20 direct contacts to build possible partners from business and R&D
- Technology Development Project with Fraunhofer as partner
- Large-scale EU Project with Fraunhofer as partner (return on investment: 250,000 EUR)
- Opened R&D Partnership in Germany: Contact to selected Fraunhofer-Institutes, networks and projects
- Opened R&D Partnerships in Poland: Through Fraunhofer Contacts in Poland to R&D organizations and universities
- Strategy Plan for other markets: Recommendations from Germany to be used for Internationalization on other markets
6. FRAUNHOFER PROJECT SIMS - POLAND
6.1. SCIENCE INFRASTRUCTURE MANAGEMENT SUPPORT

Step 1: Investment into Infrastructure

2007-2013: Poland invested over 1 billion € in research infrastructure

Evaluation:
Professional infrastructure and equipment without professional staff will not „sell” itself or be successful – know-how, expertise, money and contacts are needed
- Skilled & Connected Managers

Step 2: Investment in People
2013-2014: Polish National Centre for Research and Development from Polish Ministry of Science invested in staff development
- SIMS Initiative
6. FRAUNHOFER PROJECT SIMS - POLAND
6.2. THE KEY MILESTONES

- Initial Audit
- Project Framework
- Selection of Participants
- Part 1: Intro
- Part 2: Training Abroad
- Part 3: Evaluation
- Closing Conference

Analysis & Program Design

Training Program

Evaluation
## 6. FRAUNHOFER PROJECT SIMS – POLAND

### 6.3. STATE AND PUBLIC INSTITUTIONS

<table>
<thead>
<tr>
<th><strong>Direct:</strong></th>
<th><strong>Indirect:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Polish Ministry of Science and Higher Education</td>
<td>Polish universities research centers</td>
</tr>
<tr>
<td>Represented by: Polish National Centre for Research and Development</td>
<td>Represented by selected: Directors, Rectors, Management Staff</td>
</tr>
<tr>
<td></td>
<td>Leading research Staff (Prof., Dr.)</td>
</tr>
<tr>
<td></td>
<td>As well as non-participants:</td>
</tr>
<tr>
<td></td>
<td>- other participants of selected institutions</td>
</tr>
<tr>
<td></td>
<td>- institutions of higher education</td>
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<tr>
<td></td>
<td>- partnering companies and entrepreneurs</td>
</tr>
<tr>
<td></td>
<td>- governmental agencies</td>
</tr>
</tbody>
</table>
6. FRAUNHOFER PROJECTS WITH POLAND

6.4. ACCELERAPP AND SIMS CASE STUDIES

1. GoGlobal Innovation Accelerator in Partnership with NCBR

- **Aim:** Developing and validating new formats of commercialization of international applied research
- **Partner in Poland:** The National Centre for Research and Development NCBR
- **Clients:** Polish companies (spinoffs, startups, SMEs, corporations)
- **Outcomes:** Product and business model validation, commercialization strategies for international markets

2. Science Infrastructure Management Support in Partnership with NCBR

- **Aim:** SWOT-Analysis of Polish R&D centers and developing a specialized professionalization program
- **Partner in Poland:** The National Centre for Research and Development NCBR
- **Clients:** Polish universities and research centers / R&D staff (120 people)
- **Outcomes:** Staff professionalized, challenges identified, solutions suggested
- **Link:** [http://www.projektsims.eu/pl/o-projekcie](http://www.projektsims.eu/pl/o-projekcie)
6. FRAUNHOFER PROJECTS WITH POLAND

6.5. SELECTED REFERENCES - INDUSTRY

- Sorter
- Bilander
- Bonair
- HTG
7. FRAUNHOFER PROJECTS WITH KOREA
7.1. TRAINING PROGRAMS – FOCUS ON START UPS

1. MatchEU Pre-Accelerator in Partnership with KIC EUROPE
   - **Aim:** Defining and validating business cases of Korean companies for Europe
   - **Partner in Korea:** Korean Innovation Center KIC EUROPE
   - **Clients:** Korean companies (spinoffs, startups, small and medium sized companies)
   - **Outcomes:** Know-how, connections, business cases
   - **Link:** [http://kiceurope.eu/](http://kiceurope.eu/)

2. R2BD Camp in Partnership with KIC EUROPE
   - **Aim:** Professionalization of Korean students and young researchers in the field of entrepreneurship
   - **Partner in Korea:** Korean Innovation Center KIC EUROPE
   - **Clients:** Korean students from top universities
   - **Outcomes:** Know-how, connections, startup cases
   - **Link:** [http://kiceurope.eu/](http://kiceurope.eu/)
# 7. FRAUNHOFER PROJECTS WITH KOREA

## 7.2. TRAINING PROGRAM COMMERCIALIZATION

<table>
<thead>
<tr>
<th>Shortcut</th>
<th>Full name</th>
<th>Date</th>
<th>Target group</th>
</tr>
</thead>
<tbody>
<tr>
<td>R2BD</td>
<td>Research to Business Development Training Program</td>
<td>31 July ~ 4 Aug. 2017</td>
<td>Representatives of Korean Research Organizations: students, PhD-candidates, research fellows, professors who want to commercialize technology developed by R&amp;D institute or university</td>
</tr>
<tr>
<td>MatchEU</td>
<td>International Business Development and Export Training Program</td>
<td>16 Oct. ~ 20 Oct. 2017</td>
<td>Representatives of Korean Companies: sales and business development managers of start-ups/ companies who consider export and overseas business activities in Germany (up to 5 years after company foundation)</td>
</tr>
<tr>
<td>TC</td>
<td>Technology Commercialization Training Program</td>
<td>December 2017</td>
<td>Representatives of Korean Technology Commercialization Organizations: staff in charge of technology transfer &amp; commercialization offices in public organizations and at universities</td>
</tr>
</tbody>
</table>
7. FRAUNHOFER PROJECTS WITH KOREA
7.3. TRAINING PROGRAM 1 „R2BD Camp“

Research and Business Development („R2BD Camp - 9 days)

- **Idea development**: evaluating ideas, carrying out corresponding USP analysis
- **Value proposition design**: understanding customers demands, defining a suitable USP
- **Competitor analysis**: analyzing competitors offers, performing technical benchmarkings
- **Business model development**: creating an innovative business model, performing the business model benchmarking
- **IP management**: defining IP protection strategies and tactics, checking for rapid IP protection
- **Investors pitch**: developing a pitch deck, presenting the concept to investors
7. FRAUNHOFER PROJECTS WITH KOREA
7.4. TRAINING PROGRAM 2 „MatchEU Camp“

International Business Development and Export („Match EU Camp - 8 days“)

- **Value proposition**: bringing together academia, founders and entrepreneurs, presenting USPs
- **Start up finance**: checking access to finance, raising funds
- **Customer development**: learning about customers needs, focusing on end-user demands
- **Market analytics**: interpreting international markets, evaluating market entry modes
- **Industry insights**: sharing knowledge with start up veterans, reaching out for potential future partners
- **Going global**: studying different business cultures abroad, establishing and developing intercultural communication, checking for investment readiness
7. FRAUNHOFER PROJECTS WITH KOREA
7.5. TRAINING PROGRAM 3 „TC Camp“

Technology commercialization
(„TC Camp - 7 days)  

- **Strategic analytics**: designing institution specific technology transfer processes, setting up technology transfer units
- **University business linkages**: setting up structures for technology transfer, developing relations with industry
- **Business development**: identifying modes of commercialization, defining IP protection strategies
- **Research entrepreneurship**: evaluating research based business, learning from incubators and start ups
- **Research finance**: identifying access to finance, checking public and private funding
- **Research marketing**: developing a marketing campaign, learning from existing concepts
7. FRAUNHOFER PROJECTS WITH KOREA
7.6. SOME EXAMPLES

1. Korean Medical Product Company
   - **Motivation:** Develop a strategy for entry in the German market
     - Find potential partners in Germany
   - **Results:**
     - Meetings with German partners at „Medica“ (Nov. 2015)
     - Roadmap for entry in selected German markets

2. Korean IT Company No. 1
   - **Motivation:** Develop ideas for commercialization of GPS-technology
   - **Results:**
     - Define cases of GPS-products for Europe
     - Develop recommendations for commercialization in Europe

3. Korean IT Company No. 2
   - **Motivation:** Perform market analysis
     - Assess market entry point for European UHD-TV
   - **Results:**
     - Market data for 6 European countries (Germany, Netherlands, Spain, France, England, Poland)
     - Strategy for market entry
THANK YOU FOR YOUR ATTENTION!

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Quote: „To be good is not enough; at the top there is always room“
(Michael Schumacher, race driver)