



**ICTWAY 2003**  
**FOLLOW-UP VISIT**  
**IN ROMANIA**

**No 2**

**8 – 9 Novembre 2004**

# FOLLOW-UP VISIT REPORT

**Objective 1. Develop programs and mechanisms that foster and encourage the establishment and incubation of start-ups based on ICT developed in Romanian universities and research institutions.**

**Activity: 2<sup>nd</sup> Follow- up Assessment (ongoing activity)**

The first objective of *ICTWAY 2003* is to create and develop capabilities in the participating incubators to enable them to become a central resource in building a vibrant knowledge-based economy. This objective involves several steps, including establishing mechanisms and procedures that facilitate the process of initiating and supporting technology-led enterprises.

On November 8-9, 2004, Technology Innovation Group, Inc. presented a two-day workshop, “Technology Commercialization: An Integrated, International Perspective.” The instructors were Dr. Norman Kaderlan and Dr. Steve Nichols. The schedule, handouts, and PowerPoint presentation are attached to this report.

Participants included scientists and engineers and representatives from incubators, universities, and government agencies. The highly interactive workshop addressed the process of technology commercialization—how innovations can be moved from the laboratory to the marketplace.

Technology commercialization, the process of converting knowledge into products and services, is a highly effective way to move ideas from the mind—or the laboratory—to the wider world. It plays an important part in an integrated regional or national approach to research and innovation. And it can be an important driver of economic development.

A primary source of new technology is the university, where the creation of new knowledge is a primary goal. Such knowledge has intrinsic intellectual value and potentially significant broader benefits to society. But to have social and economic impact beyond the academic community, additional value may need to be created. Commercialization is the process through which such additional value is added.

The workshop described the commercialization process and examined what it takes to make it work and generate economic growth. It explored the critical role of the university in this process and how universities can be more effective in this role. It examined how incubators can work together with universities, faculty, and

researchers to identify and assess scientific innovations for their commercial potential. It

The program covered the following topics:

- Why commercialization is important
- The elements of an integrated process research and innovation and how they work together
- How an idea gets from the mind and the laboratory to the wider community
- How value is added through the commercialization process
- The fundamentals of intellectual property protection and related strategies
- How to communicate the essence of a technology
- How to locate a technology in the commercialization process
- Successful commercialization strategies based on current practice in the U.S., Europe, and Asia
- Successful current practice in technology transfer at universities internationally

Participants were asked to evaluate the program using a five-point scale, with 5 the highest score. The following are the questions and the averages of the assessments:

- What was your overall rating for the program: 4.5
- What was your overall rating of the presenters: 4.9
- How valuable was the program for you: 4.6
- Did the program meet your expectations: 4.4

The most common comment in the evaluations was the desire for the workshop to be longer so that the participants could be involved more intensively. At a question and answer session with the Director of the National Patent Agency during the program, two senior inventors who participated stated that they wished that such a program would have been available earlier in their careers, it was so valuable to them.

As part of the visit to Baia Mare, the Technology Innovation Group, Inc. representative held follow up meetings with representatives from the partner incubators to begin preparations for the final visit to Austin in April 2005. He also met with representatives of two universities in Cluj Napoca to explore mutual interests and establish relationships between the universities and the partners of this project.