From Science to Business

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Georges Haour

- Joined the incubator Generics, in Cambridge, UK, part time, in 1999
- Joined IMI/IMD (www.imd.org) in 1988
- Hired by Battelle-Geneva in 1975
- PhD Chemistry & Materials Science, University of Toronto, MSc in New York
- Born and raised in Lyon, France
Schumpeter’s «gales of creative destruction»

• Focuses on the *idea-to-business* process as creator of new activities and jobs

• This *innovation process* is complex. Innovation is a buzzword; there is little understanding of how it works *effectively*
All countries

• attempt to catalyse this process

• strive to put in place favorable framework conditions and practices
These include

- Tax incentives
- Laws (IP, bankruptcy,...)
- Vibrant educational system
- Financing
Firm-university: a crucial pair

(source: From Science to Business)

- Collaborative Research
- Licensing
- Donations, endowments
- Joint laboratories
- Support of generic field

More institutional

Informal
- Publications
- Contacts / discussions
- Conferences

Education
- Firms hire graduates
- Managers on boards / committees of universities
- Graduates work on companies’ topics

Contractual

Generic

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Switzerland is world’s best for licensing and creation of start-ups.

Figures are per R&D budget (mio $): 30% = 0.3 unit for each mio $ spent on R&D budget.
France has come up with its own, innovative approach: the SATT

- In a given region, Universities and labs. (CNRS, INSERM,...) are shareholders of a SATT, transfer their IP to it and charge the Satt to...

- ...accelerate IP-based activities via collaborative development, teaming with firms, licensing out, and, most difficult: launch and growth of start ups

- SATT defines the innovation projects and guides/propels them towards the market

- Well financed by public funds: 90 mio. euros per year
There are 14 SATTs

- Founded in 2010
- 360 experts in IP
- 2,400 innovation projects for 50 mio. euros
- 350 patents filed
- 90 licensing agreements in place

www.satt.fr
Key elements of a SATT

• Expertise in the science to business process

• Business development personnel

• IP experts

• Investment committee: each month, 6 persons study proposals and discuss/screen 5 to 7 innovation projects for 5 hours
The investment committee:

- Suggests the best path towards commercialisation
- Leverages its contacts to identify partners-corporations, granting agencies
- Proposes candidate-entrepreneurs in the case of the creation of a start up
- Provides general guidance to SATT
SATT’s key assets

• large pool of research in shareholders’ institutions. Inlifescience alone, 7 500 PhDs in the Paris region (www.idfinnov.com)

• Powerful financial means

• Know how to go from science to business and link with similar organisations (Isis, in Oxford, etc...)

*It would be nice to have a few early successes...*
Looking forward to your questions and to the discussion!