Intellectual Capital for Communities
in the Knowledge Economy
Nations, Regions, Cities and Emerging Communities

UNIVERSITÉ
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WORLD BANK INSTITUTE
Promoting knowledge and learning for a better world

World Conference on Intellectual Capital for Communities
- Fourth Edition -

Intellectual Asset Management in Universities

World Conference on Intellectual Capital for Communities
- Fourth Edition -

-a development center for knowledge-based business

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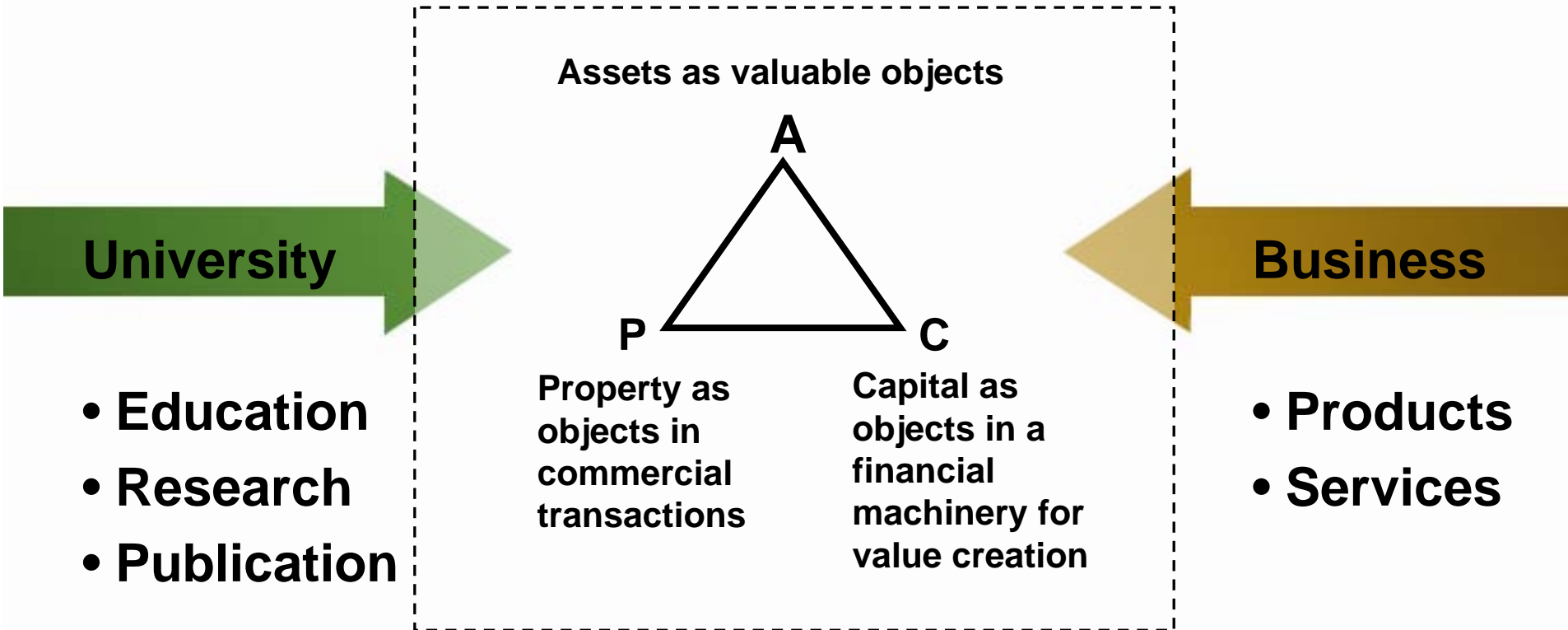ulf.petrusson@cip.chalmers.se
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An interface in transformation
University and business are increasingly overlapping

University

- **Education**
- **Research**
- **Publication**

- Educational tools
- Research tools
- Diagnostic tools
- Production and development tools
- System innovations
- Features (elements in product concepts)
- Content
- Databases
- Open innovations

Business

- **Products**
- **Services**

An interface in transformation
University and business are increasingly overlapping

Assets as valuable objects

A

P **C**

Property as objects in commercial transactions

Capital as objects in a financial machinery for value creation

University

- **Education**
- **Research**
- **Publication**
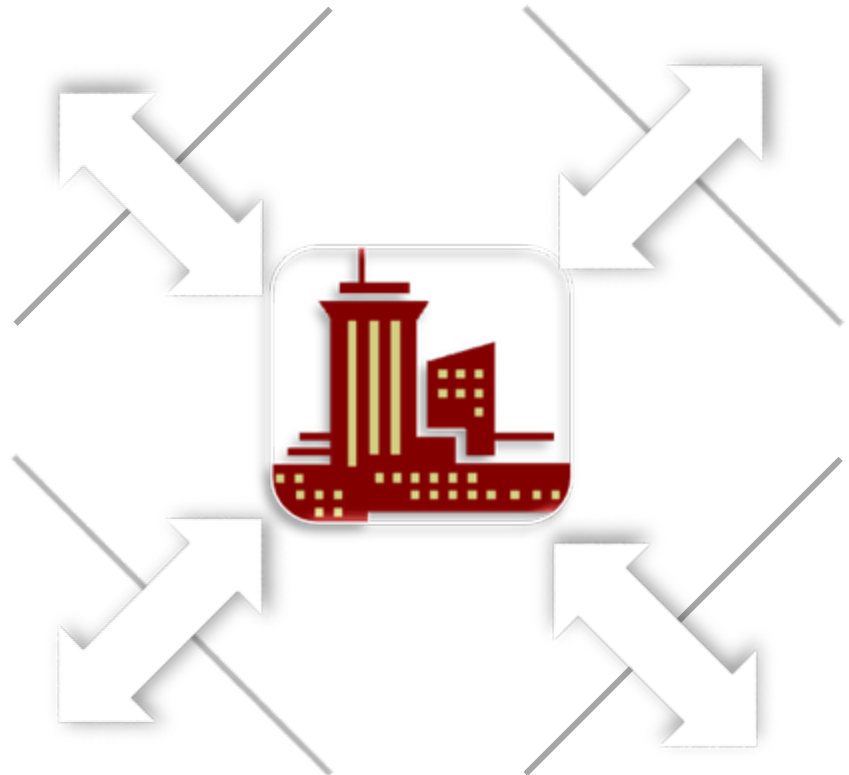
Business

- **Products**
- **Services**

The international business and university transformation pushes us into IA & IP behaviour

- **More or less all academic and business activities can be claimed as Intellectual assets**

- **Licensing more than a tool to commercialize**

- **Openness requires structural control**

- **Capitalization increasingly possible in very early stages**
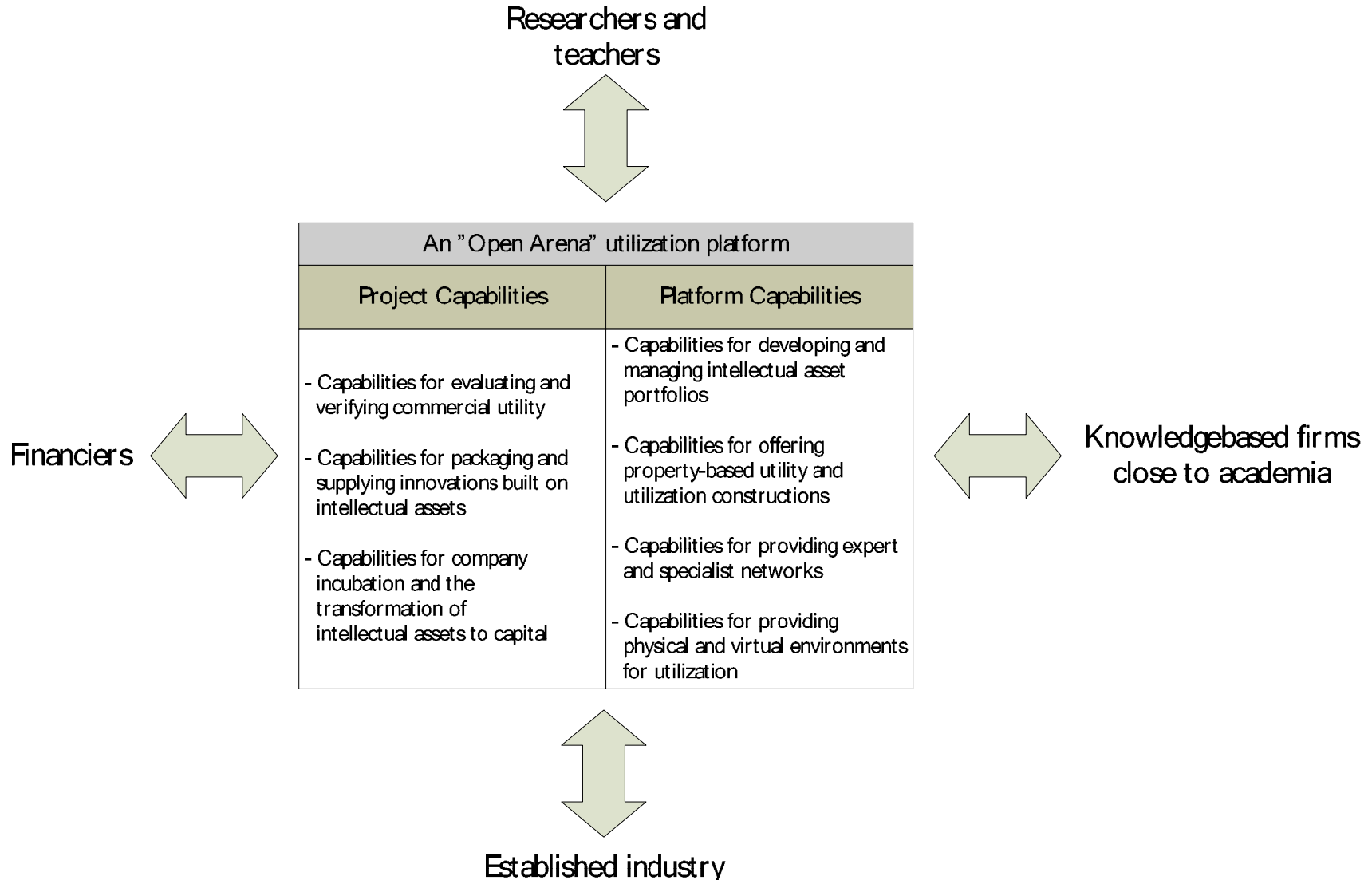
The University as a global actor

- **Industry interface**
- **Academy interface**
- **Researcher interface**
- **SME interface**
- **Sponsor interface**
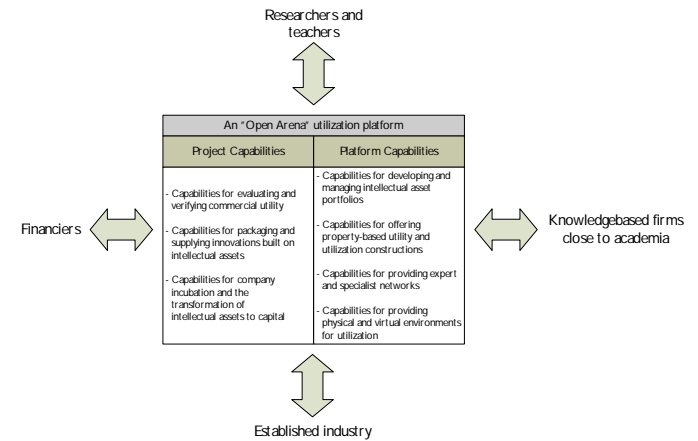 - **Private**
  - **Public**
- **Innovation system interface**

The Open Innovation Platform

Researchers and teachers

An "Open Arena" utilization platform	
Project Capabilities	**Platform Capabilities**
- Capabilities for evaluating and verifying commercial utility - Capabilities for packaging and supplying innovations built on intellectual assets - Capabilities for company incubation and the transformation of intellectual assets to capital	- Capabilities for developing and managing intellectual asset portfolios - Capabilities for offering property-based utility and utilization constructions - Capabilities for providing expert and specialist networks - Capabilities for providing physical and virtual environments for utilization

Financiers

Knowledgebased firms close to academia

Established industry

Project capabilities

- **Intellectual asset management capabilities**
  - **Identify**
  - **Capture**
  - **Evaluate**
  - **Manage**

- **Intellectual property management capabilities**
  - **Asset and innovation packaging**
  - **IPR management**
  - **Licensing**
  - **Negotiation**
  - **etc**

Researchers and teachers

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Intellectual Asset Management

Knowledge resources   Intellectual assets   **Captured Intellectual assets**   **Evaluated Intellectual assets**   **Consciously controlled intellectual assets**
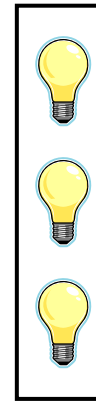

Identify   **Capture**   **Evaluate**   **Package**   **Manage**

Internal technology development mapping

Create initial IA reports – claim the valuable

Verify and claim IA – what is actually valuable?

•**Technology market mapping**

•**Leveraging network mapping**

•**Development network mapping**

•**IA reports**

•**Control reports**

•**BG/FG reports**

Claim and control value propositions

•**Patent management**

•**Trademark management**

•**Secrecy management**

•**Contract design**

•**HR governance**

•**etc**

Capabilities to govern R&D as property transactions

Utilization

External

Internal

Transactions

Intellectual Property

Management
-IT-tools
-Databases
-Decision support systems etc

Conceptual products
•IT-tools
•Systems
•Features etc.

Packaging value propositions

Intellectual Assets

Capabilities to govern level of openness

- **Openness within a research program**

- **Openness within the own research group**

- **Openness with as few restrictions as possible (openness for everybody)**

- **Openness in accordance with an "open source" model**

External

Transactions

Internal

Management
-IT-tools
-Databases
-Decision support systems etc

Intellectual Property

Conceptual products
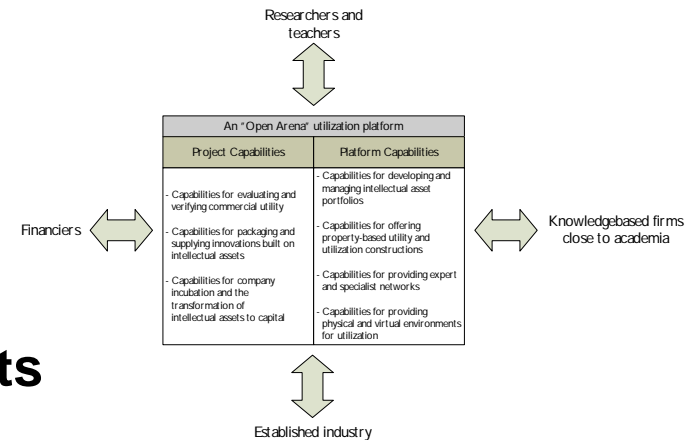- IT-tools
- Systems
- Features etc.

Packaging value propositions

Intellectual Assets

Platform capabilities

- **Build and manage portfolios of:**
  - **Background**
  - **Foreground**
  - **Contracts**
  - **Equity etc**
- **Build and maintain networks of experts and leaders from industry, academia and public organs**
- **Build and maintain networks of collaboration partners, customers etc (open innovation networks)**
- **Provide physical and virtual environments for utilization**

Researchers and teachers

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