



Giving *Worth*  
To your **Ideas**

# **Seminario Itinerante Internacional de Transferencia de Conocimiento Universidad - Empresa (TCUE)**

**Jairo Castañeda Villacob**  
Director Ejecutivo





# Mission Statement



“Our mission is to stimulate innovation through knowledge transfer and commercialization of academic research results, developing and strong relation between academia and the business and social environment”



From *Technology Transfer*  
To *Innovation*





# Who we are? About us...



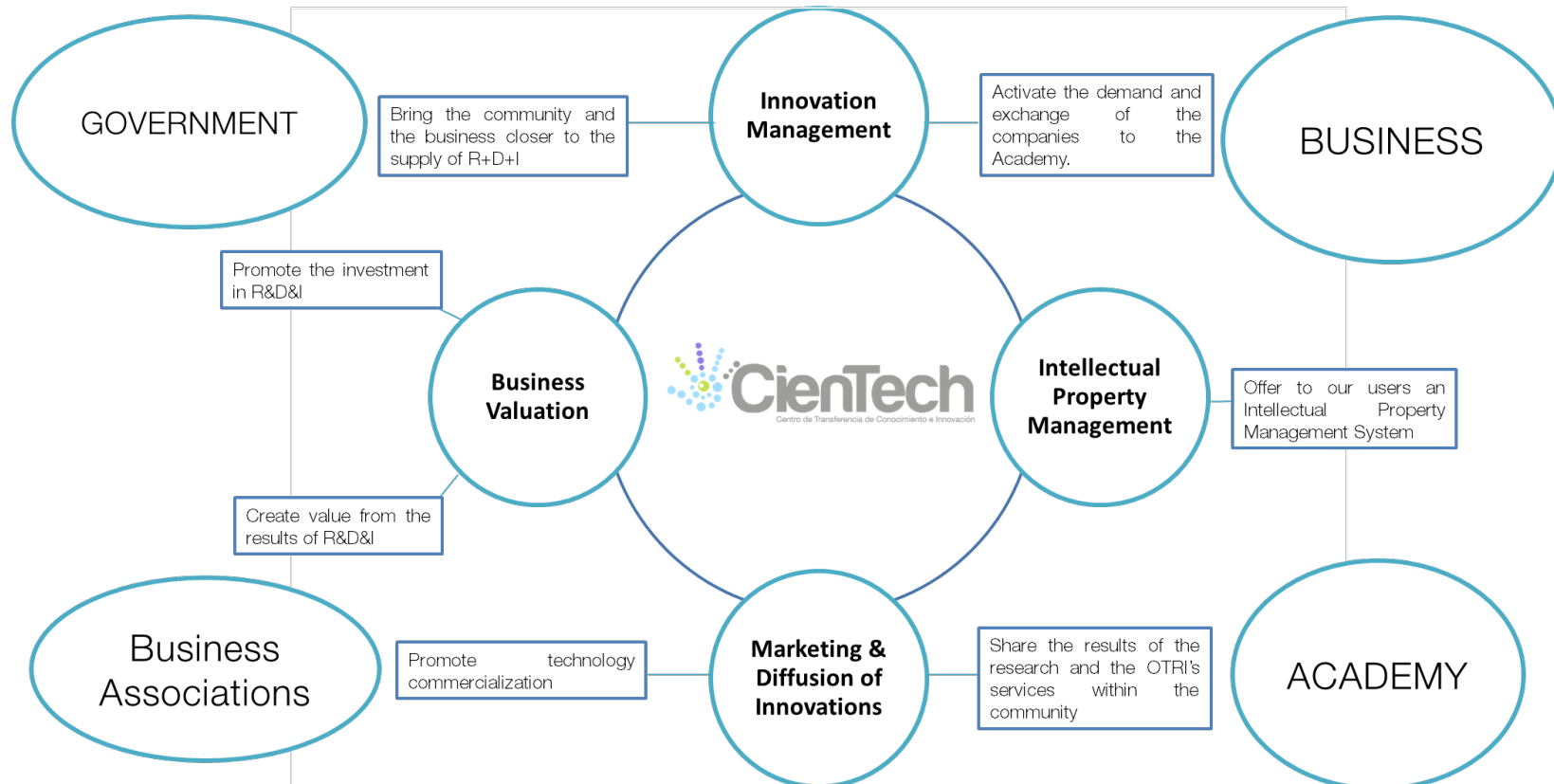
“We're a non-profit organization, legally constituted as a corporation, we aim to keep building bridges between academy and industry throughout knowledge and technology transfer processes”

Our partners :





# Core Processes



Key Factors: communication, autonomy and resources

# Our Services



- Mapping of technological capabilities
- Technology Assessment
- Consultancy on marketing and trading of technologies
- Technical assistance on intellectual property and protection procedures
- Analysis of the Supply and demand of technology
- Business training on innovation and technology transfer
- Providing access to open innovation platforms
- Structuring Technological and innovations challenges

**BUSINESS & SOCIETY**



Problems Needs

★ Understanding Of the demand



2 Identification

3 Building bridges

★ Generation Of trust And credibility

# -CienTech Management Model -



1 Observes



★ Value Generation

Solutions



★ Strengthening scientific and technological capabilities



**ACADEMY**

Service Agreement

Project Implementation

Follow up and closing

Validation of Interes

- TT Contracts
- Tech Cooperation Agreements
- R&D Projects
- Licences

Results Impact



# Our Strategic Approach



## Dynamization

Fostering a culture change in the teaching community of the partner universities and the business sector in the region, trying to reduce barriers through information services, consulting programs, management, etc.

## Commercialization

Specific actions in order to achieve the exploitation and commercialization of technologies & generated developments.

## Intermediation

Managing R & D projects involving several groups belonging to various Stakeholders

MANAGEMENT OF INNOVATION AND TECHNOLOGY (IDENTIFICATION)

INTELLECTUAL PROPERTY MANAGEMENT (PROTECTION)

BUSINESS MODEL GENERATION (VALIDATION, ASSESSMENT, MODELING)

MARKETING AND DISTRIBUTION OF TECHNOLOGY (TECHNOLOGY TRANSFER)





# Our Strategic Approach



## Dynamization

Training and advisory services

Meeting Points : sectoral forums, exchange meetings, visits to universities and companies, participation in trade shows, technological missions

Diagnostic of Technology services

Inventory of scientific and technological capabilities (Universities)

Evaluation of novelty or new releases

Advice on Intellectual Property (Protection and negotiation)

Strengthening capacities of Intellectual Property (Universities)

## Commercialization

## Intermediation

- Transversal
- Innovation Management
- Intellectual Property mgmt
- Business Modelling
- commercialization and diffusion



# Our Strategic Approach



## Dynamization

## commercialization

## Intermediation

Validation and technical, commercial and economic assessment of technologies

Design and evaluation of models of technology-based business

Commercial viability and identification of potential customers and support in negotiating the transfer

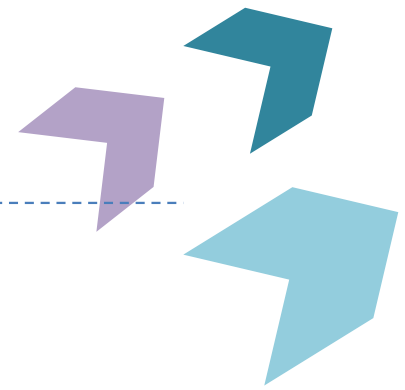
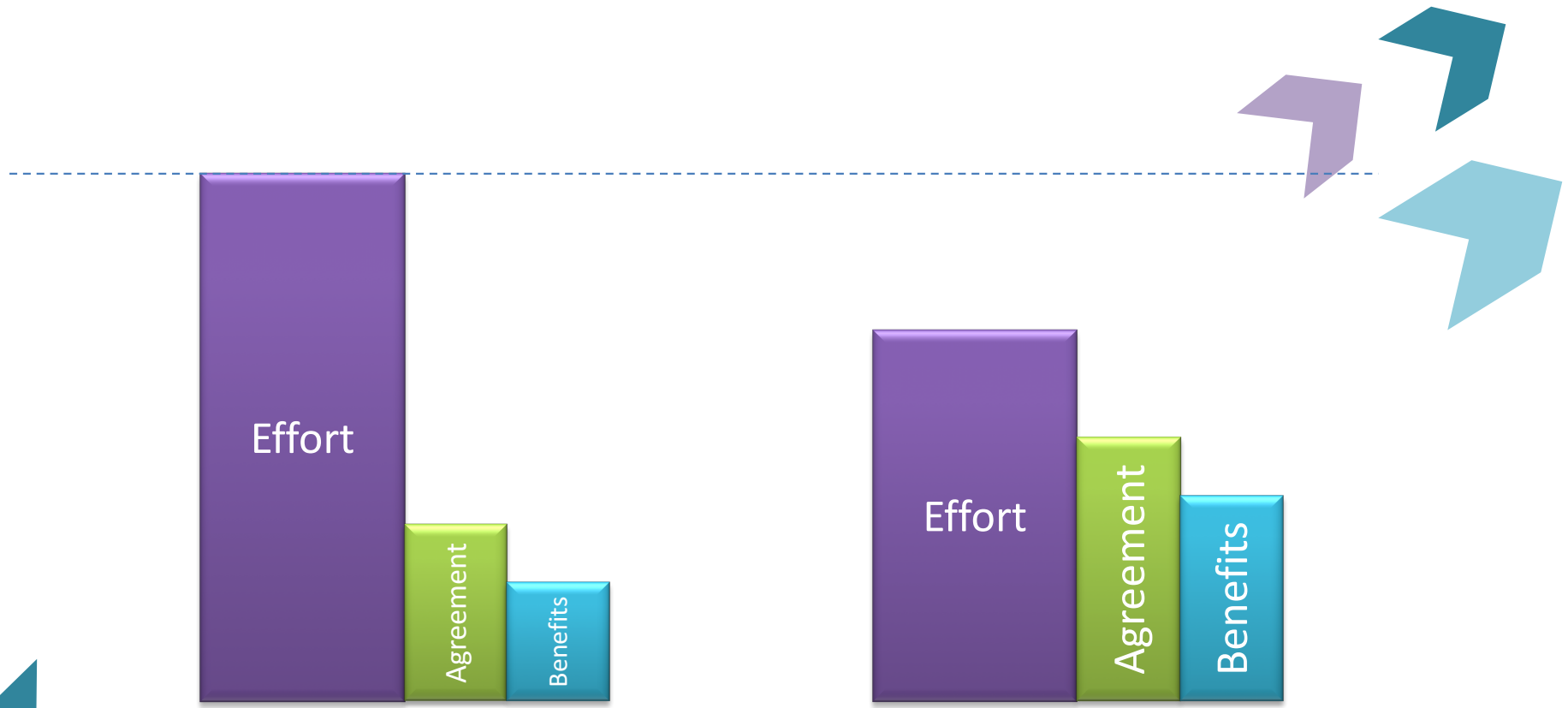
Information Services: Innovation Market Place , Alert calls and events, technology newsletter, publishing success stories and good case practices, portfolio of capabilities.

Design, evaluation and formulation of R + D + I projects (EU)

R+D+I Project management (Universities-Enterprises)

Cientech Business Program

- Transversal
- Innovation Management
- Intellectual Property mgmt
- Business Modelling
- commercialization and diffusion



From *Technology Transfer*  
To *Innovation*



# Mission and metrics

How do we measure the success of CienTech for the first two years?

1. Dynamization: Approaching companies to CienTech allied universities, building credibility and trust among these relationships.
  - Number of events and activities between companies and universities in order to strengthen their acquaintanceship
  - Achieved number of effective relations established between companies and universities (joint projects submitted and approved, R & D contract signed, technological cooperation agreements)
  - Number of shares to spread. (information services)
2. Commercialization & Marketing: Actions for the exploitation of results of R + D + I
  - Protection of R & D + i:
    - \*Number of patents filed
    - \*Number of patents granted
    - \*Total portfolio of patents
    - \*Other types of protection of intellectual property





# Mission and metrics

How do we measure the success of CienTech for the first two years?

- Exploitation of results of R + D + i
  - \* Number of technologies assessed
  - \* Number of licenses (patents, software, know-how)
  - \* Economic value of licenses (patents, software, know-how)
  - \* Number of supported to spin off creation
  - \* Number of TT contracts
  - \* Economic value of TT contracts

4. Intermediation: Formulation and management of joint projects R+ D + I for cofinancing between colleges & business

- Number of projects developed
- Number of projects submitted
- Number of projects approved
- Total funds raised





# Our Achievements

- 2 industrial licenses
- 27 technologies in process of protection
- 23 technologies under our portfolio
- Mapping of the R&D offer of 5 allied universities
- 2 process of Academy-Business exchange
- 25 necessities of technology of the companies on the region
- Assessment and support on issues such as: innovation, intellectual property and business model for 7 technologies of the allied universities
- Training by the IC2 of The University Texas, IPI Switzerland, under the COLIPRI project and accompaniment by WIT - UPV.

# Strategic model endorsed by IC2 + Ingenio + Colciencias

23 technologies  
under our portfolio

27 technologies in process of  
protection

Mapping of the scientific and tech  
capabilities of 5 allied universities

Technologies  
with technical  
and commercial  
validation

Approved  
technologies with  
business model

Support on  
intellectual  
property

Technologies oriented to be protected  
its intellectual property



Project: Spin-Off  
Colombia

11 signed  
technological  
cooperation  
agreements (3 in  
process)  
2 licenses (1 in  
process)  
3 approved R&D  
projects



Centro de Transferencia de Conocimiento e Innovación



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**JAIRO CASTAÑEDA VILLACOB**  
+57 315 7507023 – [jcastaneda@cientech.org](mailto:jcastaneda@cientech.org)  
[@jairocastav](https://twitter.com/jairocastav)

Vía 40 No. 36-135  
Antiguo Edificio de la Aduana  
Phone: +57 5 3303701 - [www.cientech.org](http://www.cientech.org)  
Barranquilla, Colombia

