L’Ecole de l’innovation

Entrepreneur  Researcher
Trust  leveraging added value
Assymetric Partnership background

- Public research and SMEs are not often partnering for competitiveness in France. More should be done
- Global markets are calling for further partnership and networking to comply with the rules of the open innovation based economy
- Innovation is by definition modification of the existing productive capacity based on the skills to create competitive advantage based on asymmetries of information and thus breaking the regular behavior of the economy
- To put it bluntly, information asymmetry should fuel the capacity to create markets and to deliver innovations far from the equilibrium. Innovation should always be one step ahead of regulation. However, evidence are that in the French case failures in harnessing information asymmetries hamper innovation
- Finding the most relevant skills within public research organizations and universities is of a challenge
L’Ecole de l’innovation has been created by a grouping of several public research organization to further strengthen collaborative capacity literacy of SMEs and making asymmetric partnership work. It is very clear that many strategic and operational challenges need to be overcome if mutual benefit is to be realized.

The very basic rationale rely on researchers and entrepreneurs using different languages to describe the same phenomena. The proposed “journey” will ensure developing further capacity to jointly work while each player will remain the very expert of its specific approach, science on one side, market opportunities on the other.
: A risky Journey relying on an uneasy footbridge

STEP 1
Awareness - Training

STEP 2
Technology dialog - matching technology and business drivers

STEP 3
Common management setting

STEP 4
Make the difference

Risk awareness of being cooperative
Towards arm-length partnership
Death Valley being called Brokerage events Speed dating
Develop and mature for success
Jointly evolve, develop, mature Trustworthiness to bridge asymmetric Entrepreneurs and Researchers

Month 0 Month 1 Month 6 Month 18 Month 24
L’Ecole de l’innovation: A journey
Establishing a clear process for dealing with public research

Step by step: From individual expectations to profitable collaborative R&D projects

Togethe
Nous vous formons à l’innovation en partenariat à partir du modèle des projets européens. Les défis de la construction d’un projet coopératif sont discutés ensemble.

Explore
Chaque entrepreneur rencontre et dialogue avec 3 chercheurs de 3 centres de technologies. Vous bénéficierez d’un accompagnement scientifique et technologique, vous formaliserez vos compétences et vos besoins.

Commit
Nous identifions pour vous les plateaux de réalisation et les compétences à réunir. Chaque PME retenue travaille avec le centre de technologies « chef de file » pour intégrer un projet.

Deliver
Nous accélérerons le trajet du projet, vous avez déjà défini les dossiers à porter. Vous entriez dans un consortium de partenaires. Avec eux, vous développerez les applications scientifiques et technologiques nécessaires à votre réussite.

Worldwide Profit
Vous avez construit des alliances pour l’avenir, votre réseau de fournisseurs et de clients s’agrandit. Grâce à votre avantage technologique, vous occupez une place de choix sur vos marchés.

SME Training
Multi-company Collaborative Capacity training: learning being a partner delivered by TT Managers

Joint work session on technological concepts to match SME market opportunities Several research managers / 1 entrepreneur

Matching skills knowledge and background awareness SME and THEIR public lab having dialog / meetings to develop localized learning i.e. Smart specialization

Making asymmetry a tangible asset by RTOs coaching and engineering the project

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Collaborative R&D innovation based
SME strategy?

✓ Whereas leading RTOs and world class universities projects are structuring the European Research Area, they are the main builders and proposers for multi partners collaborative projects. They are highly qualified in knowledge and skills matching and complementarities.

✓ For most other participants including SMEs, their concern should never be to set up their own project and partnership; they only need to be hired by the best research project.

✓ To reach such an ambitious goal, SME definitely need to submit to research organization proposal showing how highly valuable their skills can be.

✓ Finally, due to the substantial power imbalance in Asymmetric competition on markets, a protective agreement must be struck to protect IP.

The SME challenge focus on being accepted by the key players:

♫ Make SME visible
♫ Make would be partners aware of SME capacity
In partnering with Researchers, entrepreneurs ....will benefit from.....

- High level technology
- Access to the most advanced technology roadmaps
- Access to infrastructure & equipments..
- Access Expertise in Design, Engineering, IP
- Increased credibility to access other funding
- Channels to markets
- Training for the whole staff
In partnering with entrepreneurs, researchers ....will benefit from...

► Partners playing in the business value creation process, coming closer to a product
► Awareness and expertise on the « bulk » of customers expectations
► Channeling knowledge to niche markets processes (1. Implement a business model for low readiness level OR 2. raise the readiness level through cooperation
► Proven commercial ties with both customers and suppliers
► Sharable roadmap & identification of prospective partners

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L’Ecole de l’innovation – Managing the asymmetry
Qualifying, coaching, structuring and building

- Research organizations /universities explore several technological paths and set up
- Matching the individual SME and the relevant public lab
- Skills and knowledge plan, availability, complementary skills thought of and additional partners to get involved
- Targeted commercial use and conditions for profitability
- Consortium agreement and IPR setting

- The relevant public lab and its researcher in charge of the SME will steer the project building and knowledge and innovation engineering both for and together with the SMEs
- Decision to be made to prepare a new project or to join an existing one; selection of cross border partners and partnership policy
- Submitting a project

QUALIFY your company as a potential partner to the most attractive projects
Several months

COMMIT yourself in Project engineering
Several months

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CIFRE

to reinforce Human Resources in SME project

Industrial Grant for training by Research

C Grant (Roughly 50% from public money)
I In Industry (The employer offering Contract of employment)
F For Training by (The student)
RE Research (The Thesis)

- Research topic selected by the company and agreed upon by university
- PhD students interfacing by doing business agenda oriented basic research
CIFRE process

Operated by ANRT on behalf of the French ministry of higher education and research

ANRT assess the scientific conditions for doctoral training

ANRT assess the commitment of the company

Partnership research project

Company

Laboratory

CIFRE

Ph Student

Entrusts Ph student with a research topic

Monitor the Research work

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Foreign laboratories are eligible when linked to French laboratory (joint agreement)

CIFRE as Shared Trusteeship

CIFRE recipient Company

Joint contract

French university

French doctoral school

French laboratory

FrPhDS

PhS

Foreign laboratory

FrPhDS

Foreign university

Foreign doctoral school

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Early results ... More to come over time!!

Outcome of l’École de l’innovation, 30 months

✓ 34 training sessions de l’École de l’innovation
✓ 346 SME trained to be a partner for research based innovation
✓ 226 SMEs were coached by RTOs
✓ 123 SMEs qualified to be a partner; 70 pending SMEs
✓ 67 research projects involving SMEs set up
✓ Each and every Ecole de l’innovation « session » generates, on average, 93 links i.e. more than 10 selected connections for each individual SME
SME participants are happy with L’Ecole de l’innovation…
Satisfaction index to each session

l’Ecole de l’innovation (bilan Juin 2006 - septembre 2009)
86% de PME satisfaîtes (Etape 1)

Note globale sur 7
L’Ecole de l’innovation
Value added services for SME driven clusters and SME groupings

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RESEARCH AND TECHNOLOGY ORGANISATIONS .....COMPETITIVENESS CLUSTERS
..... TRADE ASSOCIATIONS....REGIONS .....CHANGING SME ECOSYSTEMS

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