



OECD/IMHE programme on
Supporting the higher Education
Institutions`Contribution to Regional Development

From Research to Economic Development
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VISION

Establish Sweden as the leading region systematically generating an substantial increase in industrial and social wealth by an efficient commercialization of research and innovation.



Innovation Creates Wealth !

Generations of Innovation Systems in Sweden

1. Science Parks 1983 – 1994
2. Technology Transfer Foundations 1994 – 2005
3. Innovation Bridge 2005 –

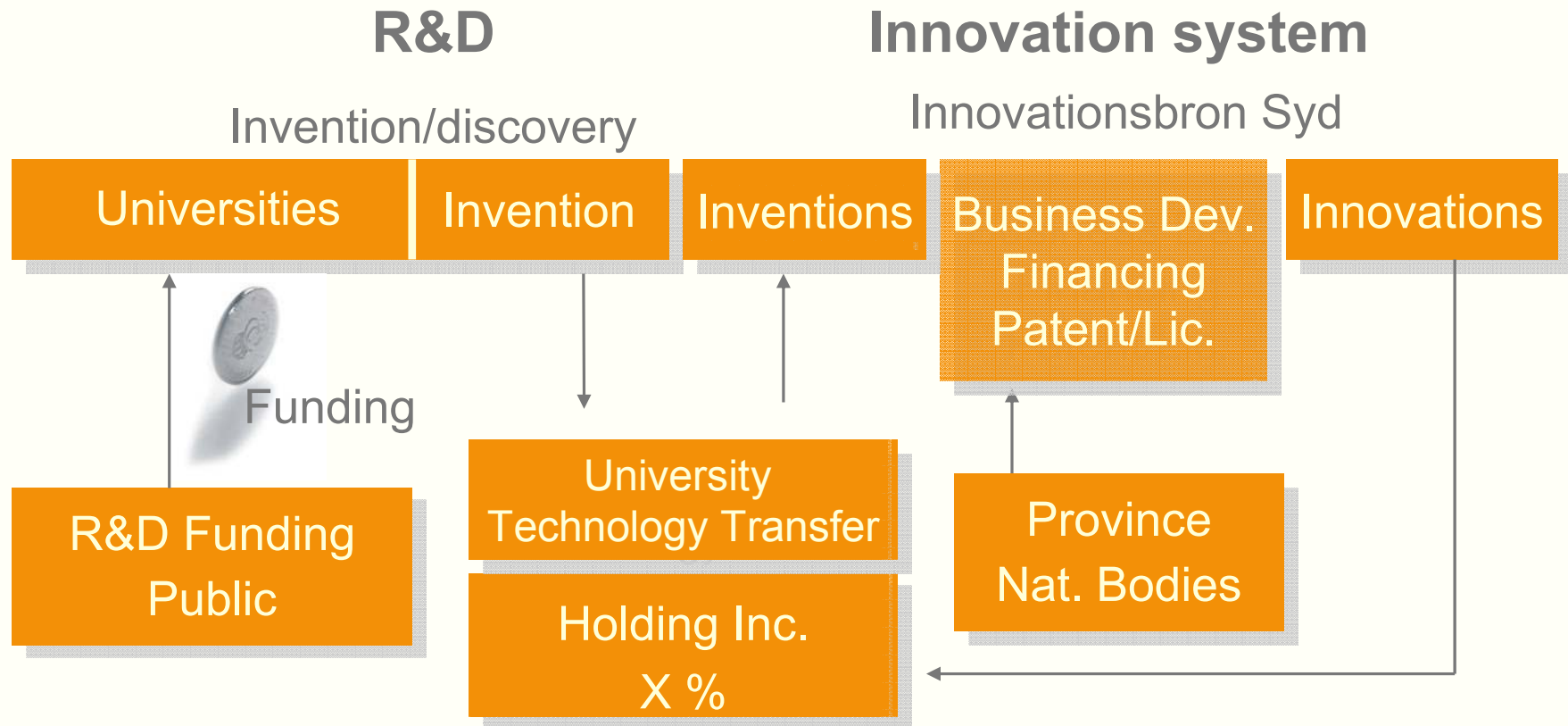
Players in the Innovation System

- Political system
- University system
- Business development system
- Public financial system
- Private financial system



The Knowledge Flow

Commercialization System in Southern Sweden



Feedstream

- Professional scouting
- Entrepreneurial education for entrepreneurs
- Entrepreneurial Clubs at University
- Business plan Competitions
- Internet bi-lingual business education

The Support System

- Professional business coaching in professionally organized incubators
- Quality assurance program
- Patent and licensing
- Financial toolbox

Professional Business Coaching

A critical mass of experienced coaches

Quality Assurance Program

The 18 step program

The 18 step Program

	TECHNICAL	MARKET	BUSINESS
CONCEPT PHASE			
Stage 1 Investigation	TECHNICAL ANALYSIS STEP 1 <ul style="list-style-type: none"> • Define concept • Confirm critical assumptions • Survey state of the art • ... 	MARKET NEEDS ASSESSMENT STEP 2 <ul style="list-style-type: none"> • Conduct market overview • Id pricing structure • Id market barriers • ... 	VENTURE ASSESSMENT STEP 3 <ul style="list-style-type: none"> • Estimate profit potential • Conduct self, enterprise and commercialization assessments • ...
DEVELOPMENT PHASE			
Stage 2 Feasibility	TECHNICAL FEASIBILITY STEP 4 <ul style="list-style-type: none"> • Develop working model • Test technical features • ... 	MARKET STUDY STEP 5 <ul style="list-style-type: none"> • Id and quantify: • Market size • ... 	ECONOMIC FEASIBILITY STEP 6 <ul style="list-style-type: none"> • Formulate financial assumptions • Develop pro forma • ...
Stage 3 Development	ENGINEERING PROTOTYPE STEP 7 <ul style="list-style-type: none"> • Develop prototype • Id materials and processes • ... 	STRATEGIC MARKET PLAN STEP 8 <ul style="list-style-type: none"> • Id marketing team • Define target market • ... 	STRATEGIC BUSINESS PLAN STEP 9 <ul style="list-style-type: none"> • Decide venture or license • Finalize intellectual property • ...

The Ambition

*"First the people, then the market,
and, finally, the innovation itself."*

The Nourishment

"A business without capital is like a ship without sails"



The Financial Toolbox

- Grants
- Public soft loans
- Public pre-pre seed equity
- Public/private equity
- Private equity (institutions/angels)

Conclusions

- Strong political commitment
- Strong commitment at university level
- World class research
- World class education
- Critical mass of coaching
- Financial toolbox
- All of it must be hooked up together

Results 1994 – 2005

- 160 R&D based companies have been organized
- More than 500 projects for patent have been screened
- Patentportfolio of 50 of which ten have been sold