The context
What we want to address

VALUE IS INTANGIBLE

Patent applications at the EPO in 2019 by category of applicant¹

- Large enterprises: 72% (71, 69, 66, 69 %)
- Universities and public research organisations²: 10% (9, 7, 6, 5 %)
- SMEs³, individual inventors: 18% (20, 24, 28, 26 %)

Data from EPO review on patent trends, Enrico Luzzatto on 11th Nov. 2020

ACADEMIC PATENTS ARE RISING

MATCHING IS STILL LACKING

ASTP Survey Report on KT activity FY 2017

¹ Source: EPO
² Source: ASTP Report
³ Source: EPO

Components of S&P500 Market Value

- Tangible Assets
- Intangible Assets

Source: Ocean Tomo

Percentage of active patent families that are licensed or optioned (n=128)

- 75% licensed or optioned
- 25% not licensed or optioned

Figure 15: Percentage of patent families that are active at the end of FY2017 and are licensed or optioned

ASPECTS OF THE EPO

VALUE IS INTANGIBLE
www.knowledge-share.eu

We share knowledge!

CONCEPT: THE PATENT MARKETPLACE

Patent data are expressed in a simple and direct language avoiding the technicalities of patent language.

Users can navigate the website and look for the inventions that match with their interests or needs by filtering them for OWNER or TECHNOLOGICAL SECTOR or KEYWORDS.

OBJ: CREATE A TOUCHPOINT

Once one or more technologies have been identified, users can download a “summary sheet” and request a CONTACT with the patent owner.

The marketing annex, is designed to summarize the advantages, the possible applications of the patent and how it can go beyond the limits of the “as is” technologies / solution available on the market.
Platform Ecosystem

- **Numbers**
  - 1060 published
  - 1300 patents uploaded on the platform
  - Universities: 80
  - Public Research Entities: 80
  - IRCCS: 80
  - Users: 1084
    - Innovators
    - Investors
  - Industry
  - University
  - Contacts started: 80
Numbers
Analytics & web users

- **Users / Month**: 3000+
- **Downloads**: 2300
- **Tech Views**: 50k +
- **Engagement**: 1:40 min in each session

Solid growth of +100x users on the platform since 01/01/2019

Over 2000 Marketing annex have been downloaded by the platform users

The 1000+ platform’s tech have been seen more than 50k times

The content is able to engage the users and each tech page have been navigated for more than 1:40 min in each session.
**TOTAL QUALITY CONTENT**

Each tech brief is reviewed by our team, so that its editorial style is robust over time and contents are aligned to our standard.

**ACTIVE FOLLOW UP**

Each contact generated by the platform is in charge to the owner’s TTO, but our team follow each step of the process in order to continue to deliver value.

**MARKETING CAMPAIGNS**

The brand awareness is fundamental for a digital platform, and we are investing in ADV and social mirroring.

**INSTITUTIONAL PARTNERS**

Partnering with the Italian Patent Office we got the right institutional support and offer to the contributing universities and research centers incentives to upload and maintain contents.

**NETWORKING HUB**

Thanks to Netval, which made KS one of its flagship program, we can count on the continuous engagement of the entire Italian TT community.

**FREE TO USE**

We believe the flow of knowledge from academic institutes to the industrial world must be free from any barrier that can undermine the start of new collaborations.
A FIRST ATTEMPT TO A FULL 3 DAYS DIGITAL EVENT
In November 2020 we ran our first digital event the Tech Share Day composed by 9 webinars all related to Biomedical & life sciences Technologies

PARTICIPATION
Users conversion rate

70%
1200 registrations
870 participants

TRENDING TOPICS
More than 80% of the webinar attendees rated 3 or 4 (out of 4) the interest in the webinars they attended

87%

OPINION LEADERS & INVENTORS
During the 9 webinar and thanks to the 86 research teams involved we had a complete panel of opinion leader from academy to investors

335 opinion leaders
23 universities
86 tech plus
Thanks for your attention!

Q&A

Shiva Loccisano
shiva.loccisano@polito.it

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