

# INNOVATION MANAGEMENT

Humboldt-Innovation GmbH (HI) and HU's Research Service Centre (Servicezentrum Forschung – SZF) offer comprehensive consulting and assistance on all issues regarding knowledge and technology transfer (KTT). HI's aim is to transfer the innovative research results of HU's scientists into the economy and society.

In cooperation with researchers from all disciplines, the innovation management team analyses how these results can be implemented for the benefit of the economy and society. We also assist with the initiation of projects and the selection of funding programmes relevant to KTT and utilisation plans as well as finding a suitable transfer channel.

- ▶ *Access to new third-party funding*
- ▶ *Access to a large business network*
- ▶ *Protection of intellectual property*
- ▶ *Commercialisation of HU's research for the use and benefit of society and economy*

## CONTACT

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[www.hu-berlin.de/en/research/transfer/innovation-management/](http://www.hu-berlin.de/en/research/transfer/innovation-management/)

[www.Expertise-Landkarte.de/index\\_eng](http://www.Expertise-Landkarte.de/index_eng)

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## SCOUTING

The innovation management team investigates alongside the researchers how their ideas and research projects can be transferred into the economy and society.

This is accomplished e.g. via scouting interviews or idea workshops. Further training measures support researchers and students with finding and developing new transfer opportunities.



## ANALYSIS OF POTENTIAL

Alongside the researchers, we investigate the transferability of their ideas and research projects. In a market feasibility analysis, we explore the potential, identify target groups and markets and analyse opportunities and risks.

Through marketing channels such as the Map of Research Expertise or a LAB website, the researchers' expertise will be displayed in a convenient way to potential research partners.



## TRANSFER CHANNEL

The innovation management team supports researchers with selecting an appropriate transfer channel.

In addition, we offer advice regarding funding programmes relevant to KTT and utilisation plans as well as property rights, in cooperation with SZF's patent office.

Possible transfer channels:

- ▶ Spin-offs
- ▶ Contract research
- ▶ Patents and licensing

## ADDITIONAL SERVICES

▶ **Idea workshops** for research groups etc.

▶ On their **LAB websites**, researchers can present their application-oriented research

▶ **Map of Research Expertise:** Expert profiles of HU's researchers

▶ Networking with potential research partners during "**Science meets business**" events

▶ **Training events** regarding topics relevant to knowledge and technology transfer