



HUMBOLDT- INNOVATION GMBH

The Company of
Humboldt-Universität zu Berlin

UNICA
Applied Research Projects-
How to overcome barriers of
collaboration



HUMBOLDT- UNIVERSITÄT ZU BERLIN

- University of Excellence since 2012
- 9 faculties
- 493 professorships and special professorships
- Over 35,000 students

PHASES OF SUCCESSFUL KNOWLEDGE AND TECHNOLOGY TRANSFER

1

SCOUTING

2

ANALYSES OF POTENTIALS

3

TRANSFER CHANNELS

Barriers & Solutions at Applied Research

	Barriers	Solutions
@ Industry	<ul style="list-style-type: none"> • Who to talk to? • Capacity to manage projects • Resources (Investment Risk) • Different Expectations • Nondisclosure and IP 	<ul style="list-style-type: none"> • Mobilize existing connections <ul style="list-style-type: none"> ○ Alumni ○ Key Account Management • Support the chances for new connections <ul style="list-style-type: none"> ○ Trade Fair Grants ○ Events ○ Training for Researchers • Pro-Active Transfer Marketing <ul style="list-style-type: none"> ○ Map (know your research) ○ Events ○ Intermediary • Make collaboration as easy as possible <ul style="list-style-type: none"> ○ TTO to centralize knowledge and experience ○ Private TTO to set incentives, speed and mindset ○ Fast Track Contracts • Work on incentives <ul style="list-style-type: none"> ○ Lobbying for Grants ○ Incentive System at university • Data, Data, Data
@ University	<ul style="list-style-type: none"> • Transparency • Single Point of Entry • Bureaucracy • Different Expectations • Capacity for researchers to manage projects • Missing Experience • Missing Incentives for Researchers and Administration • Entrepreneurial Mindset • Who to talk to? 	

TOOLS FOR KNOWLEDGE AND TECHNOLOGY TRANSFER

Find the right experts for your research project

Search for

Topics / Trends

Industries

Search

Show all

> **ADVANCED SEARCH**

THANK YOU

„The important thing is not to stop questioning.“

Albert Einstein
(Lectured at Humboldt-Universität zu Berlin from 1915 - 1929)