

# Knowledge Intensive Organizations

## Managing Innovation and Collaboration

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## CIP Professional Services in brief...

- Research-based development and professional services company
- Our mission is to partner with public and private actors to develop capacity for sustainable value-creation in a knowledge-based world.
- 100% co-owned by Chalmers Industriteknik and University of Gothenburg
- 100% customer financed with over 60 customers and development partners nationally in Sweden and abroad since 2006.
  
- Reference customers from our four different client segments, all with ongoing projects 2010:

MNC:



SME:



UNIVERSITY:



UNIVERSITY OF GOTHENBURG

GOV:



# We help knowledge-intensive companies and other organizations to build, manage and govern knowledge-based business

**Intellectual Asset Management  
and Strategy**

**Rights and Transaction  
Management**

**Collaborative R&D  
and Large Scale Innovation**

Professional  
services



Development  
partnerships

**MNCs**

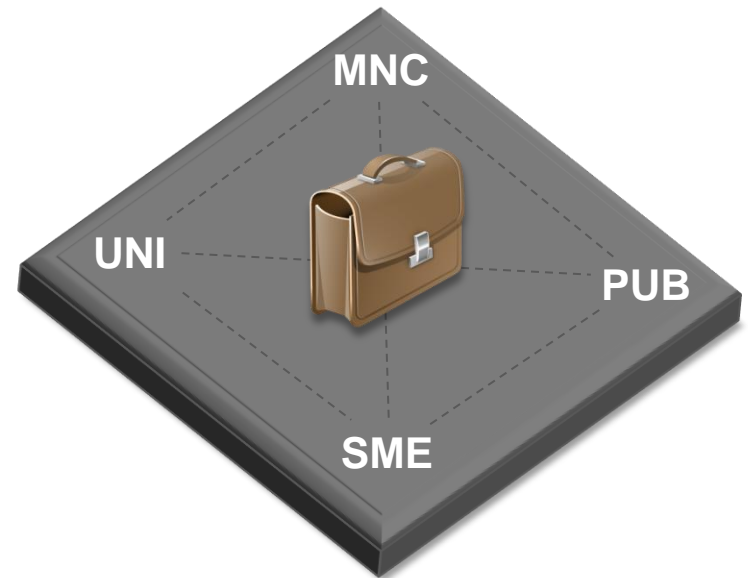
**Universities**

**SMEs**

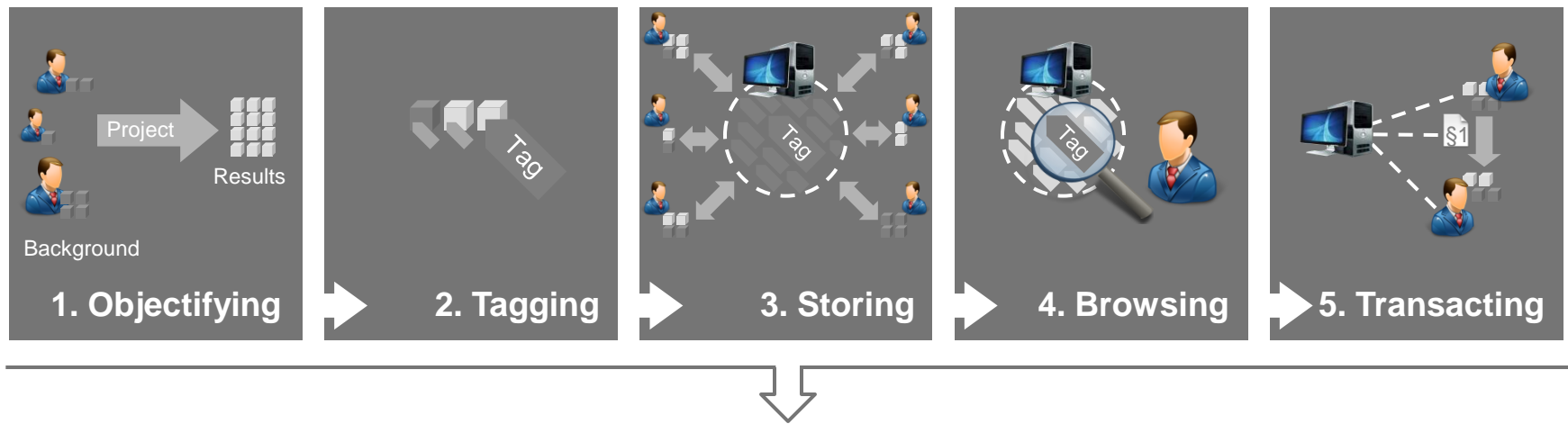
**Government**

# World-leading innovation requires effective and reliable collaboration across stakeholder boundaries – true open innovation

- A model for seamless collaboration between players across the entire innovation chain
- A professional and trustworthy structure
- A system enabling reliable sharing of IP and technology portfolios based on a business logic



# CIP Professional Services provides tools and processes for building adaptive collaborative innovation platforms with high reliability and minimum transaction costs



**A platform-based market for utilizing, trading and sharing knowledge and IP**

Promoting transparency and trust among stakeholders

Enabling stakeholder driven openness models

Promoting alignment of agendas and joint development

# University and business activities are increasingly overlapping

## An interface in transformation





## The evolving role of the University:

### 4. Knowledge Platform University

Build the knowledge markets and platforms of the knowledge society

### 3. Entrepreneurial University

Partake in the creation of future businesses

### 2. Research University

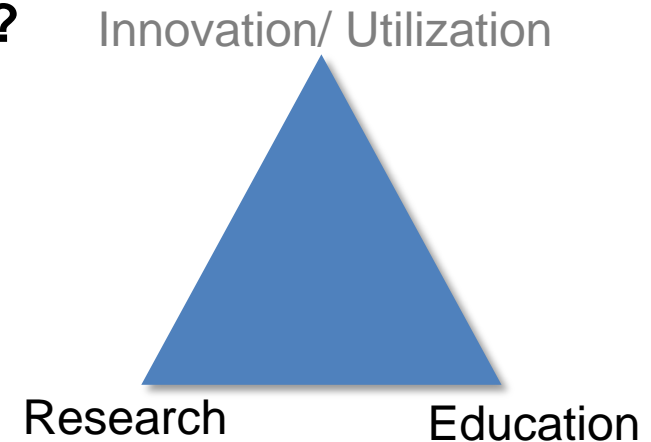
Support industry and societal interests

### 1. Educational University

Educate students and contribute to scientific knowledge of the world

## What is a Knowledge Management Platform?

- A model for a university or public research organization to manage and implement the Knowledge Triangle
- A model that facilitates the active management of research assets for *both* commercial and social benefit
- A comprehensive organizational structure which links together the capabilities and processes needed to deliver strategic and holistic support to key research areas





## Offering holistic and strategic support to research projects in the University setting has the following objectives:

### Management of all Research Phases

Proactive care and management of research results in all stages from basic research to utilization;

### Clear Ownership and Incentives

Establish rights and management of research assets in clear and transparent ownership and incentive structures;

### Responsible holistic perspective

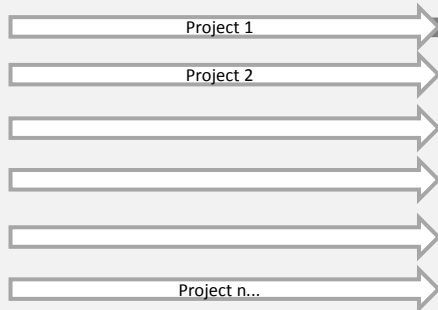
Manage utilization of research results from an overall portfolio perspective, rather than as isolated objects; and

### Same results – Multiple Utilizations

Responsible development, packaging and combination of the same results for the turnover of multiple utilization opportunities, both commercial and non-commercial.

# The KMP model is built on professionally managed and systematic processes to facilitate a strategic and holistic approach to utilization

## 1. Project Analysis



Projects undergo a process in which valuable research is objectified, the project's external technology markets are identified and legal claims are analyzed.

## 2. Asset Monitoring and Management



## 3. Utilization

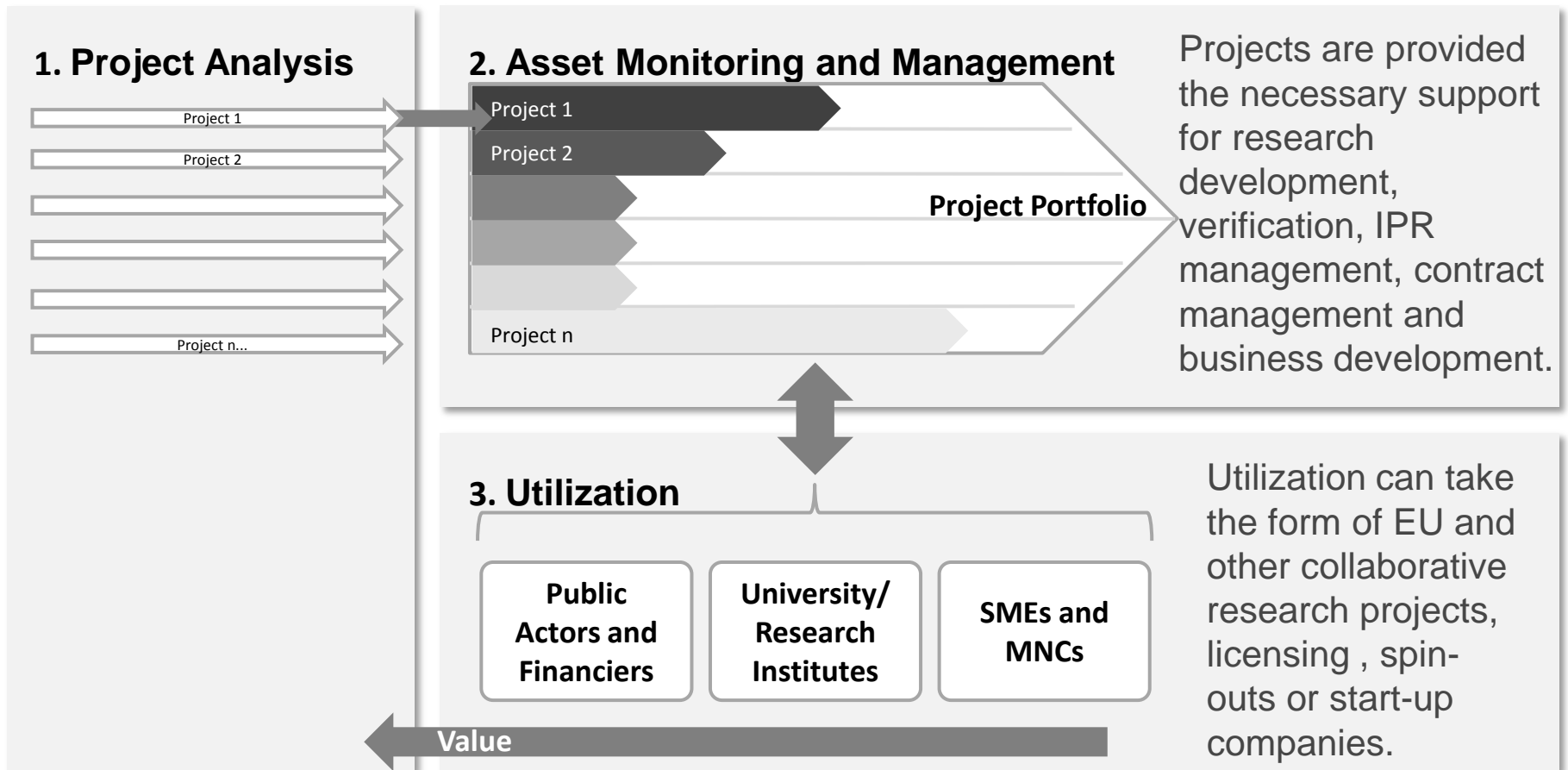
Public  
Actors and  
Financiers

University/  
Research  
Institutes

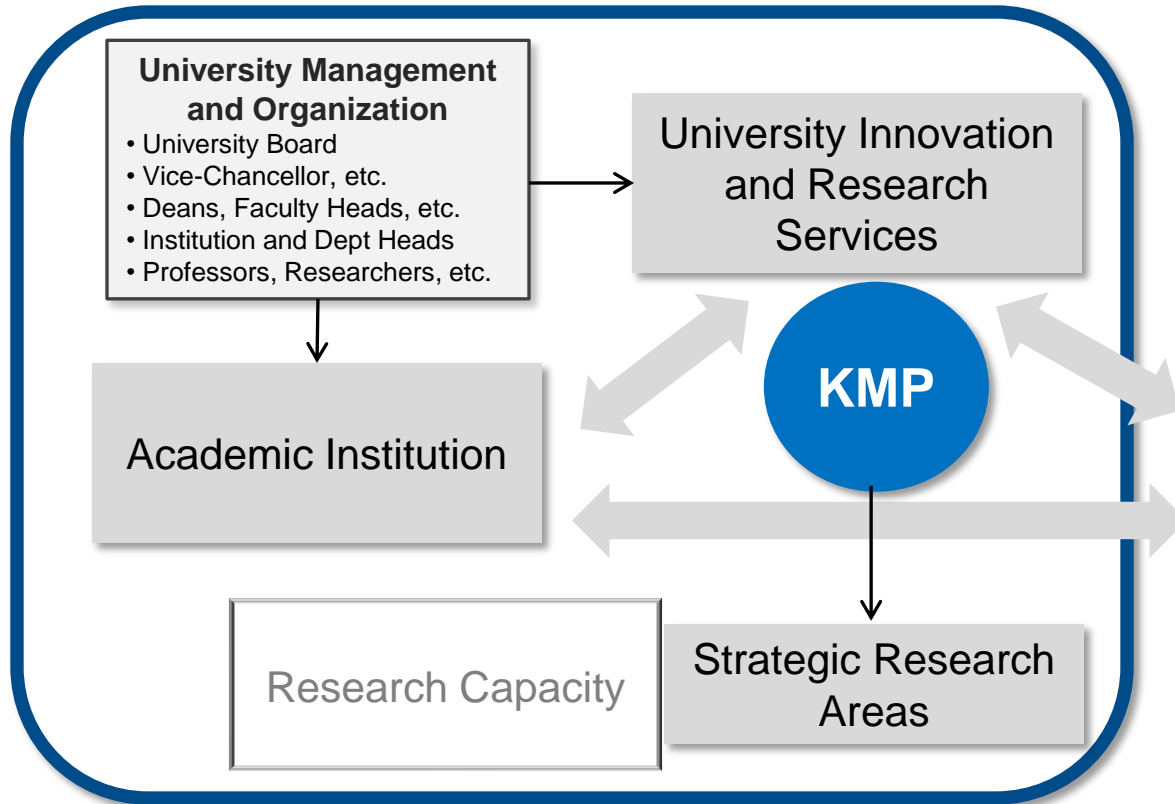
SMEs and  
MNCs

Value

# The KMP model is built on professionally managed and systematic processes to facilitate a strategic and holistic approach to utilization



## University Sphere



## Professional Sphere

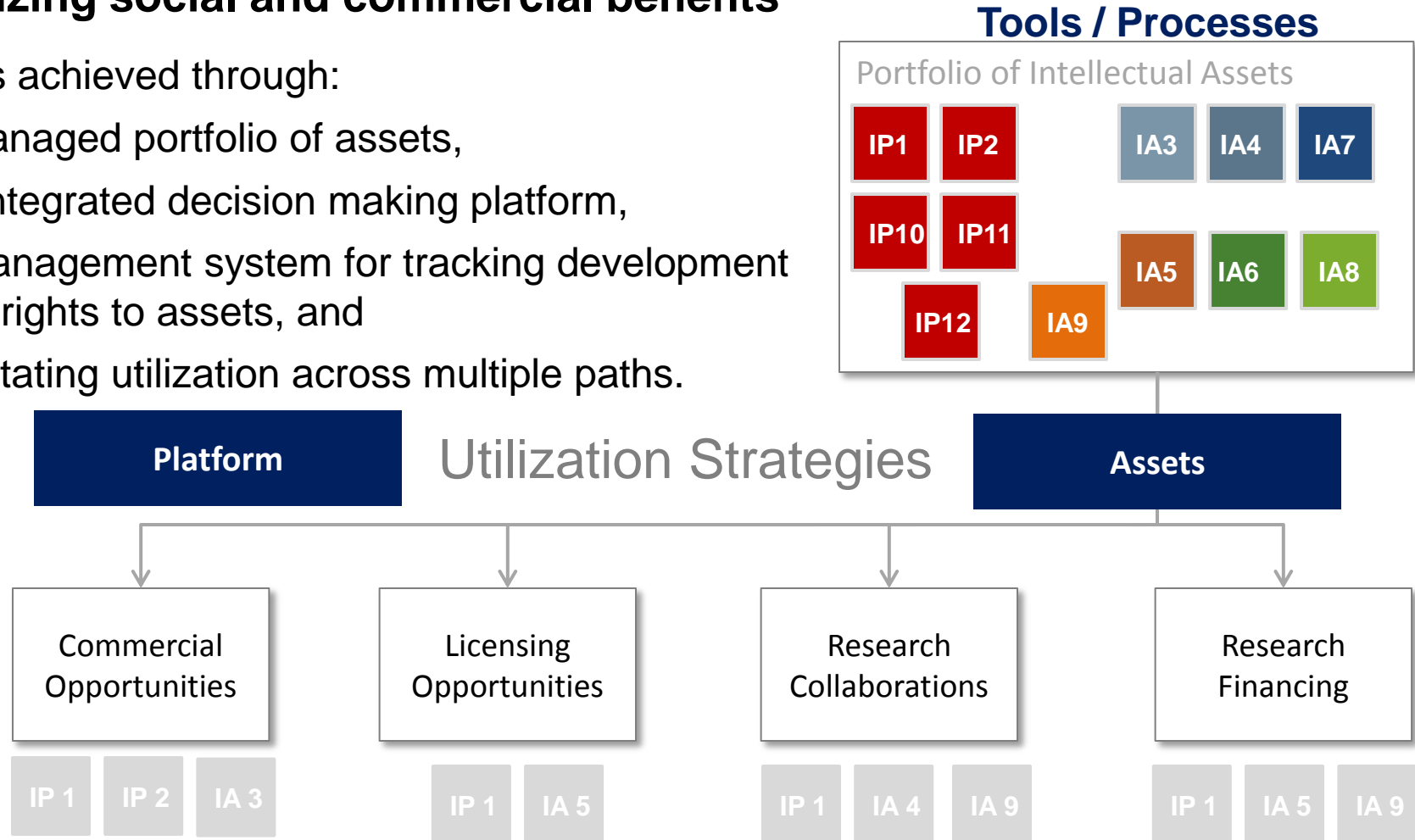


Both internal and external University structures represent the means of implementing the key processes for managing valuable knowledge assets to promote utilization of valuable research assets.

**The goal is to proactively assess the best opportunities for generating value from research and implement long- and short-term strategies for maximizing social and commercial benefits**

This is achieved through:

- a managed portfolio of assets,
- an integrated decision making platform,
- a management system for tracking development and rights to assets, and
- facilitating utilization across multiple paths.



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