



Exploitation + dissemination planning

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Kite Innovation

- Established in 2006
- Dundee and Huddersfield
- EU Framework Programme Funding
 - Information Services
 - Proposal Development
 - Project Management
 - Exploitation Planning
 - Training (Young Researchers).
- Successful track record in FP7 and H2020
- Currently over 30 projects under management

FP7 SME Focused call

- EUMASCARA
 - 5 SMEs
 - Minimum 30% funding (mandated)

Why is exploitation planning necessary?

- Plan for Exploitation and Dissemination of Results (PEDR)
 - A strategic document for the beneficiaries to help them to establish the basis for their intellectual property strategy, dissemination and exploitation activities.
 - Follows the evolution of the project from the proposal until the submission of the final project report
 - Updated during the implementation of the project and beneficiaries are required to report periodically to the European Commission the concrete dissemination and exploitation activities carried out.
 - The role of Exploitation Planning is primarily to guide the consortium through the process of updating the PEDR as the research and innovation activities are progressed.
- Unify consortium behind common goals
- Initiate discussion on clarity of objectives
- Reach consensus on approach and plans
- *Try* to ensure benefits to all partners

Challenges

- Conflicts of priorities between SMEs and Academic partners
- Not all partners are comfortable with the planning process
- Academic partners unfamiliar with
 - FP7 SME requirements
 - Dissemination requirements
- SMEs focus on commercialisation not consistent
- Regular status updates required
 - to support and develop SME commercial opportunities
 - Recognising commercial opportunities challenging until research results are validated
- Lengthy Commercialisation processes
 - Marketing ,Regulatory, Reimbursement, Sales channel reviews
- FP7 project with low TRL (Technology Readiness Level) can make SME outputs challenging

Hindsight/Learning

- More investment of time at the beginning to define “success” criteria for SMEs (commercial, new knowledge etc)
- More prominence to SMEs at consortium meetings from the beginning
- Try to establish a clearer understanding of SME requirements amongst the academic partners

Outputs

- SMEs
 - Emergentec
 - Mosaiques Diagnostics
 - RTS
- 70 + papers (1 in Nature)

Academic Partner Outputs

| Log Nr. | Nr | Website rank | Partner shortname | Title | Authors / Presenters / Contributors | Date | Location | Journal | Impact factor | H index of journal (https://www.scimagojr.com/journalsearch.php) | Size of Audience | Countries Addressed |
|---------|----|--------------|-------------------|--|--|------------|--|--|---------------|--|------------------|---------------------|
| 9 | 57 | 66 | UMA | Macrophage MicroRNA-155 Promotes Cardiac Hypertrophy and Failure | Heymans S, Schroen B | 16/08/2013 | Circulation. 2013 Sep 24;128(13):1420-32. doi: 10.1161/CIRCULATIONAHA.112.001357 | Circulation | 14.43 | 484 | N/A | International |
| 3 | 66 | | CHA/RWTH | Identification of the Vasoconstriction-Inhibiting Factor (VIF), a Potent Endogenous Cofactor of Angiotensin II | S. Salem, V. Jankowski, Y. Asare, E. Uehn, P. Welker, A. Bermudez, C. Pineda-Martos, M. Rodriguez, J. Muñoz-Castañeda, H. Bruck, N. Marx, FB. Machado, G. Heinze, W. Zidek, J. Jankowski | 25/03/2015 | Circulation. 2015 Apr 21;131(16):1426-34. Epub 2015 Mar 25. | Circulation | 14.43 | 484 | N/A | International |
| 4 | 71 | | CHA | Identification of the Calcification Blocking Factor" (CBF) | S. Salem, N. Gayraud, B. Jover, V. Jankowski, P. Gajjala, F. Bahlmann, H. Bruck, Axel Kretschmer, C. Notarnicola, D. Flieser, E. Evemarie Ames, A. Borschewski, H. Mischak, J. Muñoz-Castañeda, J. M Diaz- | 01/01/2014 | Nature Medicine (1nd revision) | Nature Medicine | 27.36 | 417 | N/A | International |
| 3 | 17 | 20 | MUG | Circulating Dopamine and C-Peptide Levels in Fasting Nondiabetic Hypertensive Patients: The Graz | Tomaschitz, A; Ritz, E; Kienreich, K; Pieske, B; März, W; Boehm, BO; Drechsler, C; Meinitzer, A; Pilz, S | 14/06/2012 | Diabetes Care. 2012 Aug;35(8):1771-3. Epub 2012 Jun 14. | Diabetes Care. 2012 Aug;35(8):1771-3. Epub | 8.42 | 266 | N/A | International |
| 23 | 1 | 2 | CHA | Angioprotectin: an Ang-II like peptide causing vasoregulatory effects. | Jankowski V, Tölle M, Santos PA, Güntner T, Krause E, Beyersmann M, Welker P, Bader M, Pinheiro SV, Sampaio WO, Lautner B, Kretschmer A, van der Giet M, Zidek W, Jankowski | 31/05/2011 | FASEB J. 2011 Sep;25(9):2987-95. Epub 2011 May 31. | FASEB J | 5.04 | 222 | N/A | International |