

Shifting Mindsets is Crucial to Knowledge Valorisation



- **Ideation is pivotal** in paving the path for knowledge valorisation
- Valorisation requires a large pool of usable ideas
- Unlocking Europe's full potential **critically depends on the intrinsic motivation of scientists**



- **Better understanding of market mechanisms** and the importance of intellectual property rights (e. g. in drug development)
- **Patenting and publishing** are not contradictory – BUT: **timing matters!**
- **Financial incentives** in knowledge valorisation do **not work!**
- **Structural measures** are important but – without a shift in mindset – bear the **danger** of investing mainly in “**B projects**”



An **impact-driven mindset** is essential for the **next generation** of innovative and entrepreneurial **scientists**.

Value Creation



Validation



Ideation



Innovation Process

Cultural Transformation Requires System-Based Rewards



- Successful cultural transformation in research depends on the academic system **recognizing and rewarding knowledge valorisation.**

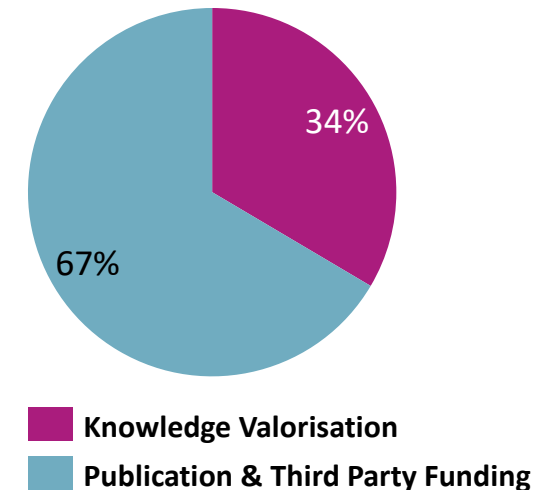


- Knowledge valorisation **does not harm science**
 - Rather: independent, open-ended **basic research** is the fundament for groundbreaking innovation
 - BUT: **all scientific results** should be assessed in terms of their potential **economic and societal benefit**
- Knowledge valorisation should become a complementary component of the **evaluation of scientific achievements**
- Knowledge valorisation should be **emphasized** in internal and external **communication** to **enhance** the **reputation** of both scientists and institutions



Establishing knowledge valorisation in academia as an **overarching field of action** is essential to drive economic and societal value creation in Europe.

Future Scientific Currency



Accompanying Measures to Cross the “Valley of Death”



- Driving cultural transformation is a **tough challenge** and requires time
- Simultaneously, it necessitates **supportive** processes and tools to ensure that intrinsic motivation **does not turn into demotivation**.



- Establishment of active and passive **scouting activities**
E. g. idea consultation hour, online trainings and entrepreneurship programs
- Establishment of **validation programs** including funding, mentoring, coaching, and “protected time” e. g. SPARK-BIH & Digital Health Accelerator at BIH
- **Simplification** and acceleration of commercialization processes
E. g. rethinking technology transfer, fixed standards in spinoff participation, conflict of interest policies, harmonization



We strive to reach our full potential! Nurturing a robust candidate pool, evaluating translational ideas and potential breakthrough-discoveries will **foster economic and societal advancement of Europe.**



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**(Potential) Drivers of
Standardisation and Harmonisation**

INCREASING IMPACT.