

Knowledge Valorisation support through IP-vouchers

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The Objective

- Move SMEs focus from protection and intellectual property rights to value creation and management of intellectual assets (IAM)
- Improve SMEs competence, processes and networks to become better in capturing, claiming and controlling of intellectual assets
- Improve IAM awareness and competence among business advisors and coaches to SMEs



The Design

- An IP-voucher is a grant of up to 100 000 SEK used to buy external expertise to assist an SME in the development of a strategy for managing intellectual assets
- Business advisors are used to reach out to relevant SMEs, assess their needs and recommend an IP-voucher to those SMEs that would benefit such a voucher
- IP-voucher projects have to follow a process: (1) Inventory -> (2) Competitive analysis & positioning -> (3) Strategy
- The Voucher scheme is complemented with awareness raising campaigns and training programmes addressing both SMEs and business advisors



The Challenges

- Move the belief on protection of inventions to control of knowledge assets
- Get the interest of SMEs –
”*Nobody is requesting IP-vouchers*”
- Have business advisors understand how to assess the IP-needs of SMEs



Some statistics and results...

- 2012-2015 Innovation vouchers – no separate IP-vouchers
- 2016-2020 IP-vouchers became a separate voucher scheme
 - approx 270 IP-vouchers has been granted mostly using de-minimis state aid rules

A survey/interview-based evaluation (57 established SMEs, no startups) showed that

- 93% reported business benefits of the voucher
- The benefits reported:
 - Improved trademark strategy (77%)
 - Better positioning against competitors (58%)
 - Improved management of trade secrets (52%)
 - Improved ideation strategy (48%)
 - Improved collaboration strategy (42%)
- Intellectual Asset issues were generally regarded as abstract and difficult – it is a subject for action-learning – and SMEs need support through out the whole asset management process



Thank you!

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