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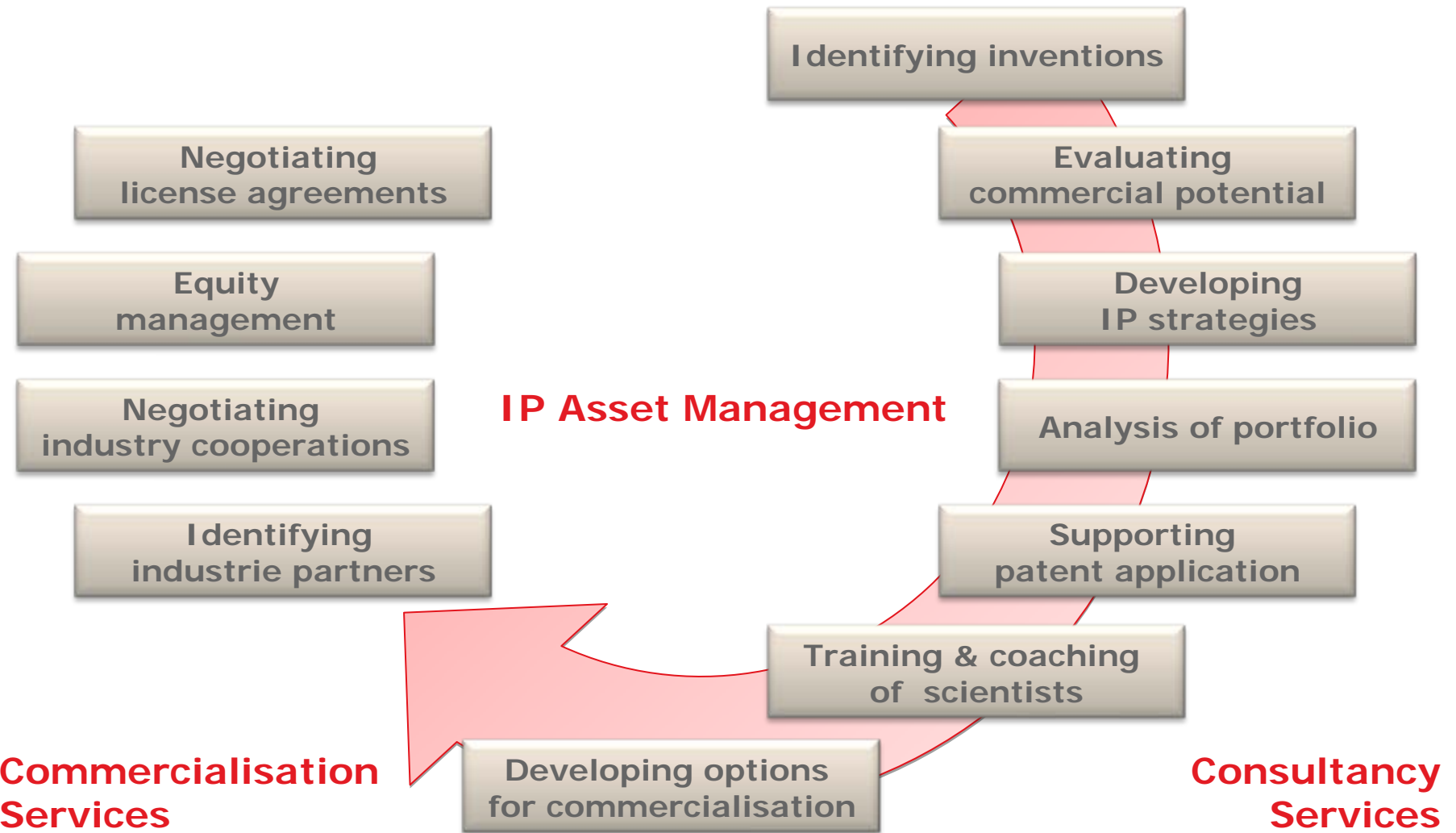
Life Sciences into Business

**The Human factor: “Innovation,
Technology and Exploitation”**

Dr. Anja Zimmermann, Ascenion GmbH
Thessaloniki, October 3rd, 2011

- Founded in 2001
- Fully owned subsidiary of the Life-Science Foundation for the Promotion of Science and Research
- Focus on life sciences
- Marketing of around **700 technologies** and materials of public research institutions
- Closing an average of **70 agreements** p.a.
- Holding equity in **25 spin-offs**
- Team of 25 specialists with multiyear experience and sector specific expertise
- Offices in Munich, Berlin, Braunschweig, Hamburg, Hanover, Neuherberg





The Human factor: “Innovation, Technology and Exploitation”

RESEARCH ON THE HUMAN FACTOR IN THE TRANSFER OF TECHNOLOGY

By William H. Gruber and Donald G. Marquis (MIT, April 1968)

"The human factor determinants of the ability /willingness to have the...recognition necessary are summarized under the following categories of effect:

- (1) training and experience
- (2) individual personality characteristics
- (3) communication patterns
- (4) organizational effects
- (5) mission orientation
- (6) motivation

The findings that have been presented are then used to study the science-technology relationship.”

These categories not only apply to a single person but to all of the following levels

(1) Individual

(2) Group or operating unit

(3) Firm

(4) Industry

(5) Nation

- **Innovation as important part of research**
- **prerequisites for generating IP**
- **Possibility to do both: academic research and innovations which can be used commercially**

- **Trained and experienced people (in tech transfer) to assist**
- **Experience with commercial partners – collaborations and business deals**

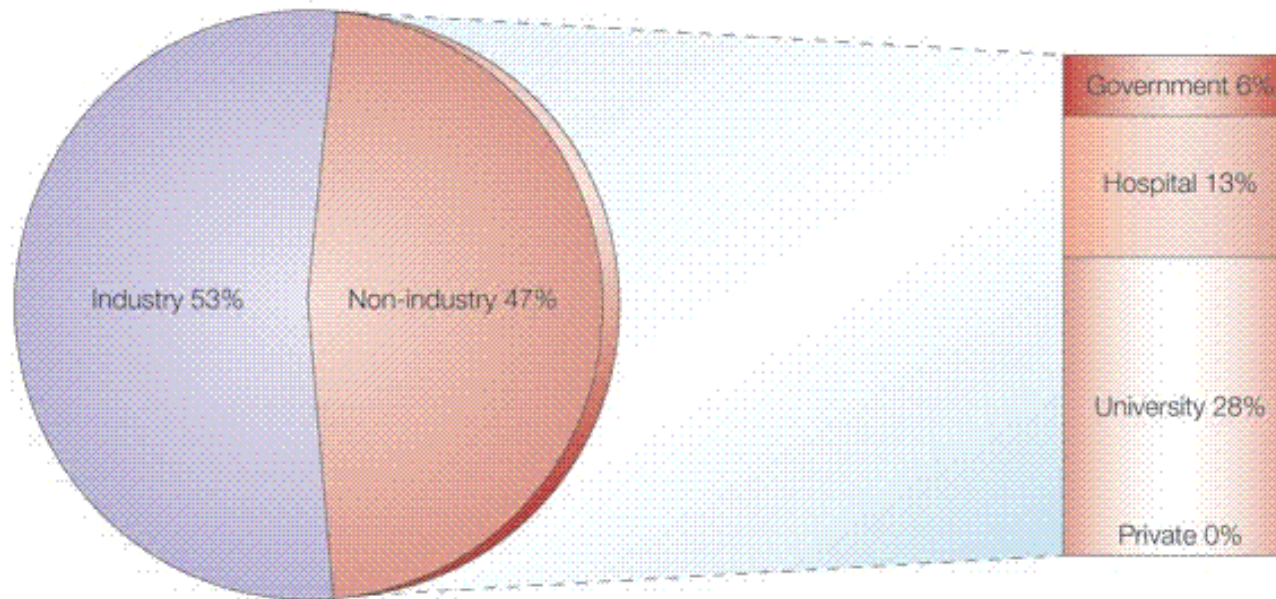
- **innovation-“friendly” environment (universities, companies, governments)**

(2) individual personality characteristics

- „intolerance of bueraucratic inertia“
- willingness to cooperate
- frustration tolerance

- **probably most important**
- **open and early communication with all parties involved**
- **openness also about problems/risks essential to success**
- **„the winner is the looser“**

(4) organisation



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- **people involved must understand science / R&D**
- **Visibility**
- **rewards (monetary and non-monetary)**

- **the „human factor“ is the most important ones for innovation, technology and exploitation**
- **make sure to have the right people in the right places**
- **contracts are done between individuals more than between organisation**
- **organisational/legal circumstances have to be adapted to create a innovation- and exploitation-friendly environment**

Thank you very much! Questions?



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