

# IP and Innovation Enablers



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# OUTLINE

- ❖ IP
- ❖ IP Assets
- ❖ Innovation Enablers and their role
- ❖ IP , Innovation Enablers , Commercialisation and Spin-off Companies
- ❖ Case Study of IP & Innovation Enablers



# IP

- ❖ Describes the application of the mind to develop something new or original.
- ❖ WIPO: Intellectual properties – patents, trademarks, copyright, industrial designs, geographical indications, trade secrets-
- ❖ They are strategically chosen for their **business value**.
- ❖ IP have economic value because of their ability to **enhance financial return** from technologies, products and services.

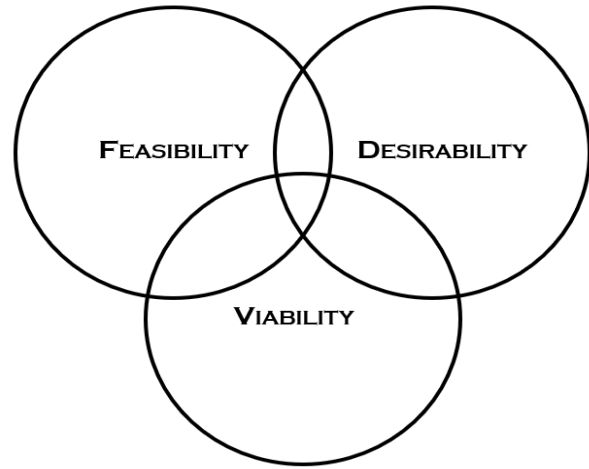


## Innovation Enablers?

Innovation Enabler should contribute to **innovation** by removing **obstacles** and creating the conditions for innovation **to flourish**, such as establishing processes, systems, and ground rules that **promote innovation**



# Key Ingredients of Innovation Enabler



to integrate

the **needs of people**, the **possibilities of technology**, and the **requirements for business success**.



# Innovation Enablers-Address the following :

- ❖ Growth of business ?
- ❖ Create an unfair competitive advantage in the offerings to create superior business performance?
- ❖ Elevate level of ideas
- ❖ Help researchers/ entrepreneurs to solve real problem
- ❖ Should provide valuable insights to spot opportunities
- ❖ Help entrepreneurs to focus on defining the Ideal Strategic



# Questions: Innovation Enablers Focus

1. What is your team's motivation in pursuing this venture? **Your 'WHY'**  
...and what urgency? **Your 'WHEN?'**
2. What important milestones are you striving for? What are your Key Customers, Channel Partners, and Team and Key Partners? **Your WHO would Care**
3. What is your Winning Value Proposition across all customers? **What WOWs**
4. Does your team have an amended Lean/Business Model Canvas? **Your HOW**

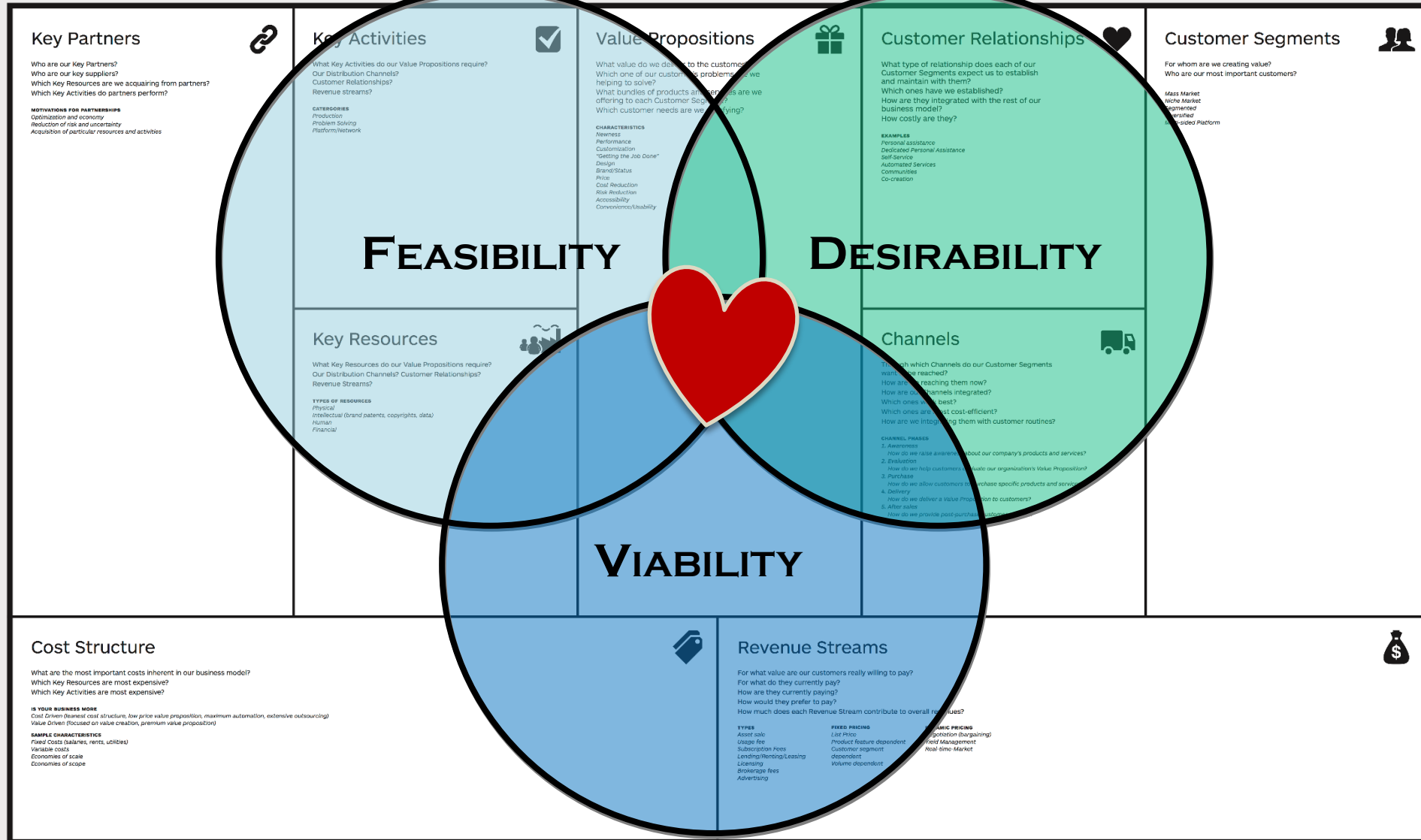
# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



DESIGNED BY: Business Model Foundry AG  
The makers of Business Model Generation and Strategyzer

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# Spin-off Companies in the Universities



## The purpose :

- ❖ Provide a framework for the formation of spin-off companies for the exploitation of intellectual property developed within or under the auspices of University , with a view to managing expectations and optimising the establishment of successful spin-off companies;
- ❖ Establish clear, fair and consistent practices and standards for the formation of spin-off Companies;
- ❖ Provide for the provision of assistance to researchers and innovators with the development of spin off companies;



## Why Spin-Offs

- ❖ University spin-offs have remarkably strengthened the linkage between universities and industry.
- ❖ The number of technology patents and spin-offs coming out of university research has a significant impact on regional economic and social development.
- ❖ You can't do Spin-off in Silo- **Hence collaboration (SMEs)**
- ❖ **Collaborating with industries** enables us to systematically include additional development and training for students



## IP & Innovation Enablers: Commercialisation

- ❖ **Commercialisation** is the process of introducing a new product, production method or technology into the society, industry or commerce.
- ❖ Universities are coming under increasing pressure to produce impact that contributes to socio-economic development



# Routes to Commercialization

- ❖ Identify how/where the IP strategy aligns with and benefits the general business strategy over the short to medium term
- ❖ Identify if and where the IP could be enhanced to support income/funding
- ❖ Identify if there is any other use for the IP to generate income/funding
- ❖ Identify potential weaknesses and threats which might impact on the value of the IP and IP strategy in the context of the short to medium term business plan



❖ Identify suitable options for exploiting the business's IP, again to fit with the overall business plan, e.g. by licensing and/or enforcing and/or using the IP to attract and reassure investors and business partners



# Case Study of IP & Innovation Enablers

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# Our Vision and Mission



## **Vision:**

Global provider of high quality commercial medicinal products to the middle-income market suffering from musculoskeletal injuries.

## **Mission:**

To be the biotech leader in the provision of clinical proven and affordable plant-based products for treating musculoskeletal injuries

Prof. Keolebogile Motaung

Founder and CEO: Global Health Biotech



**IP** (Bench side).



**Market**



Implementation  
Hurdles

? ?

**Title: A PLANT-DERIVED MEDICINAL COMPOSITION**

**Europe: European Patent Office 80298 MUNICH GERMANY: 18836901.3-112**

**South Africa: 2017/08330**

**Invention:** This invention relates to a plant-derived medicinal composition which is believed to have anti-inflammatory properties as well as the ability to promote collagen type 11



# Anecdotal Studies : (LAS)



Fitness Junction (PTY) LTD, a commercial gym company, receive .The response was overwhelmingly positive with the fitness participants requesting for more and more. Through application of the ointment before and after their fitness regime they found that: They experienced less muscle pain post exercise and were able to tolerate more exercise and hence experienced more cardio-pulmonary, muscle strength and conditioning gains than they had experienced without the ointment. LAS ointment has proven to be very beneficial for fitness participant



# Positive User Feedback

musculoskeletal inflammation and injuries

- ❖ **Elderly people** - relieves pains in the joints & muscles.
- ❖ **Active Sports, Athletes & Fitness Enthusiasts** - apply it before and after physical activities, as a prevention for anticipated joint and muscles pains.
- ❖ **Customer Healthcare & Laborers** (e.g., mine workers) - apply to the joints and muscles to alleviate pain.
- ❖ **Manual Wheelchairs**- soothes sore muscles (upper body, shoulder)





# Promote IP

## I. IP Training?

- ❖ **Whom:** TTI ,IP Managers
- ❖ **Where:** Universities & Government agencies
- ❖ **Who is offering a training:** Lawyers etc.
- ❖ **Scope of work**



## Conclusion:

IP & Innovation enablers when properly managed, can:

- ❖ Motivate and help generate revenues from product sales and licensing royalties;
- ❖ Increase high value exports;
- ❖ Attract high-value foreign direct investment (FDI) and joint ventures;
- ❖ Help retain and motivate technical personnel;
- ❖ Stimulate research and development (R&D) based industries and create employment;
- ❖ Support educational and research institutions;



- ❖ Enhance corporate valuation;
- ❖ Promote funding for R&D, which provides and enhances needed technologies and products;
- ❖ Provide bargaining power in technology transfer negotiations;
- ❖ Help to gain access to goods and technologies through licensing agreements. Eg SMEs

**THANK YOU**

