

# Market Assessment

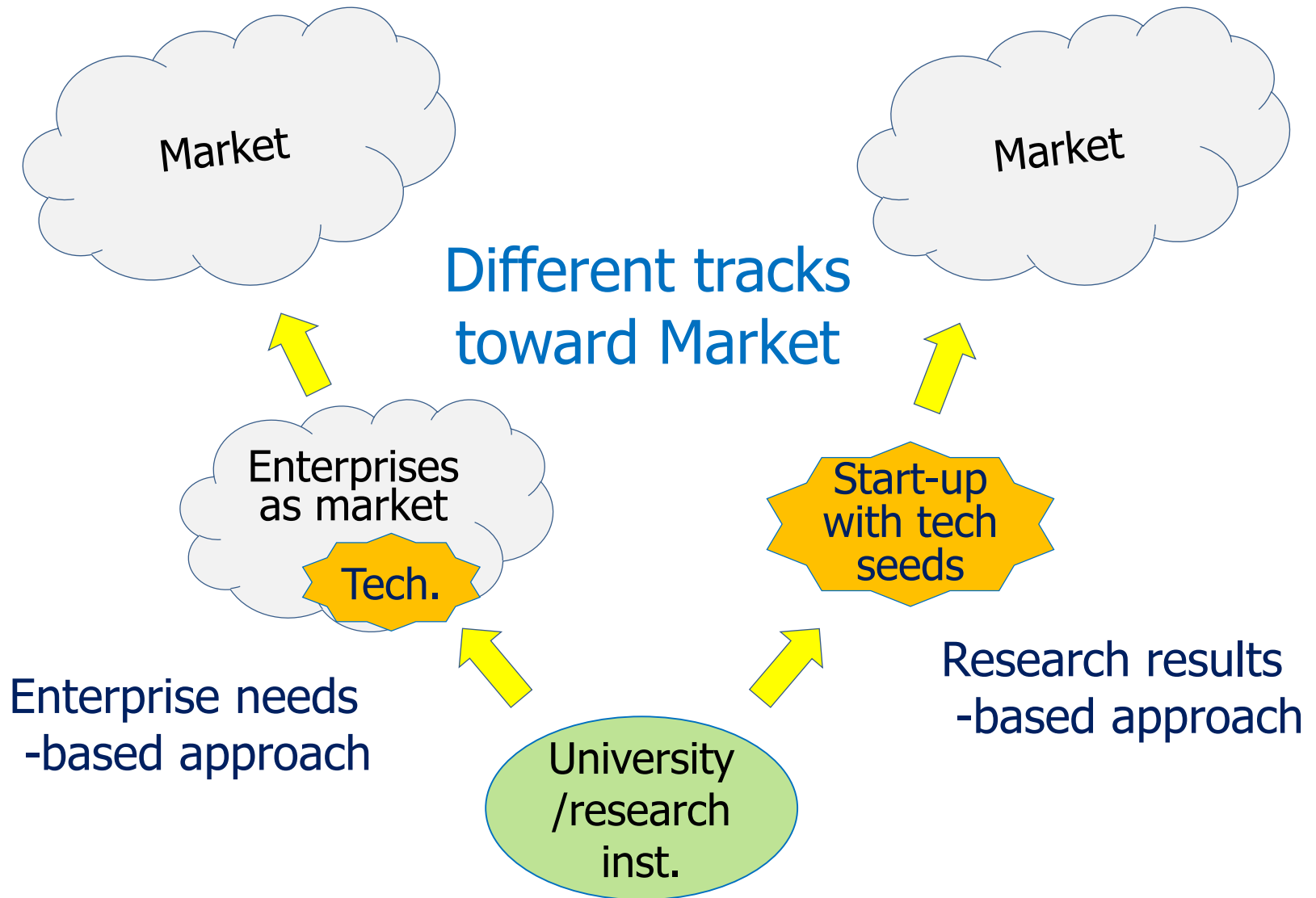
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Japan International Cooperation Agency

# 1. Defining market



## 2. Enterprise needs-based approach (1)

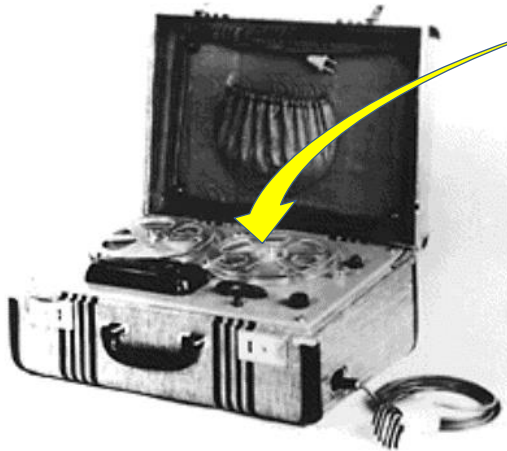


Photo: Sony website

*Magnetic material*

Tokyo  
Tsushin  
Kogyo

Tohoku University

What is the  
Difference?

NSK  
Echomark

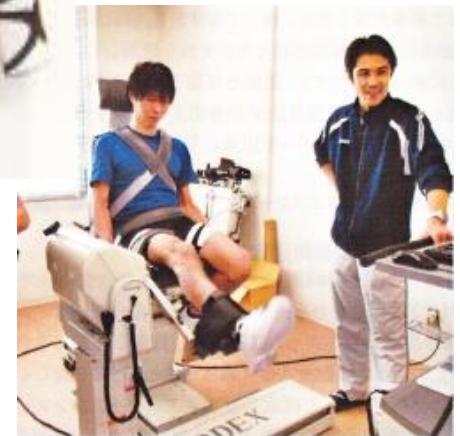


Photo: NSK Echomark website



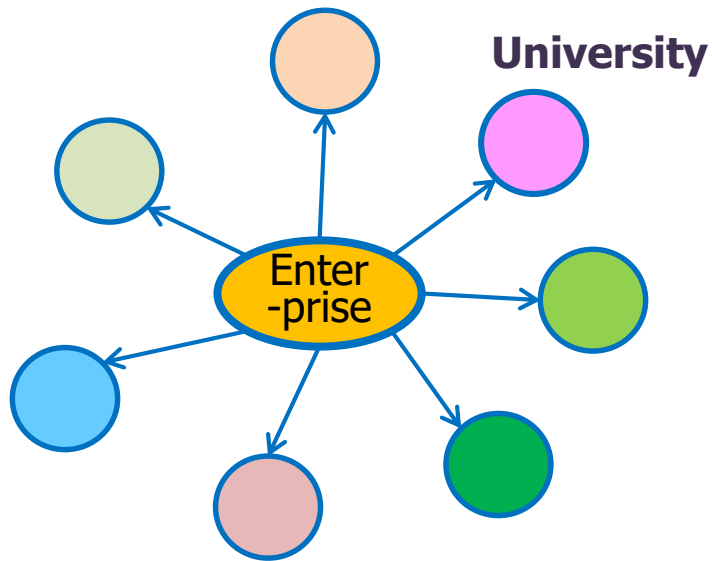
*Human  
engineering*

Hosei  
University



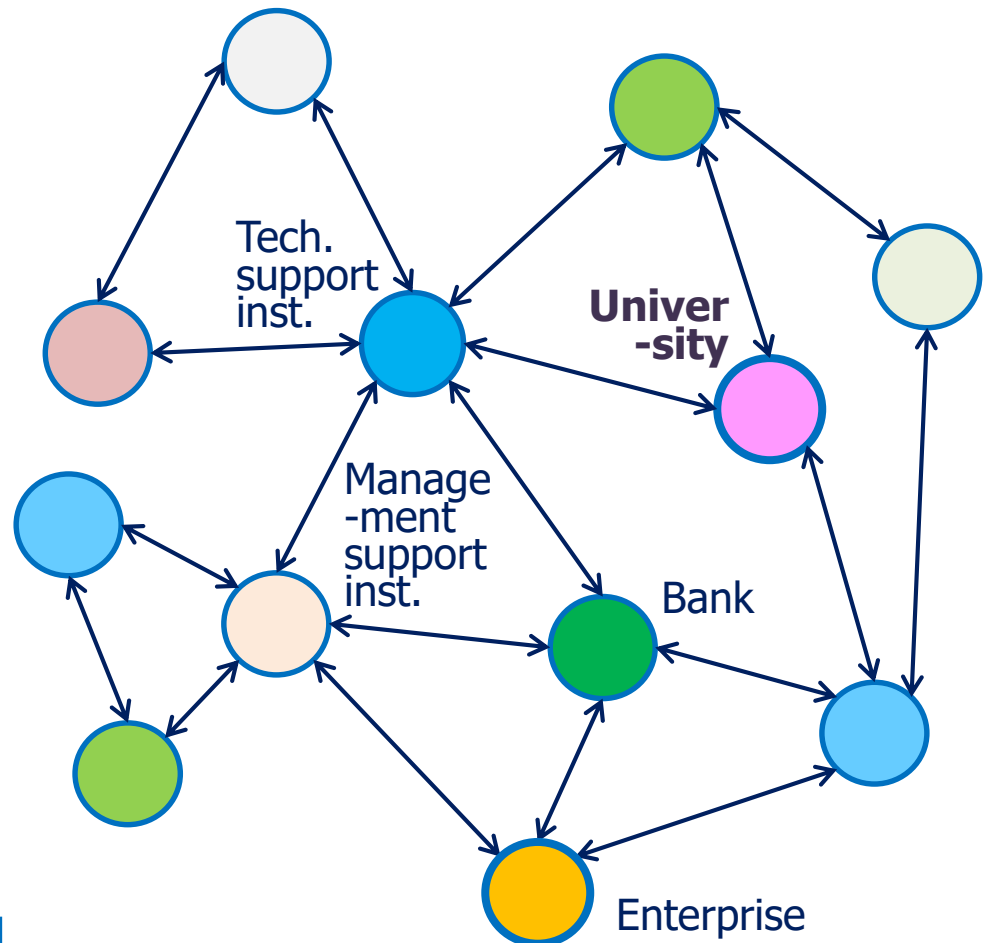
## 2. Enterprise needs-based approach (2)

Wait for others approaching you

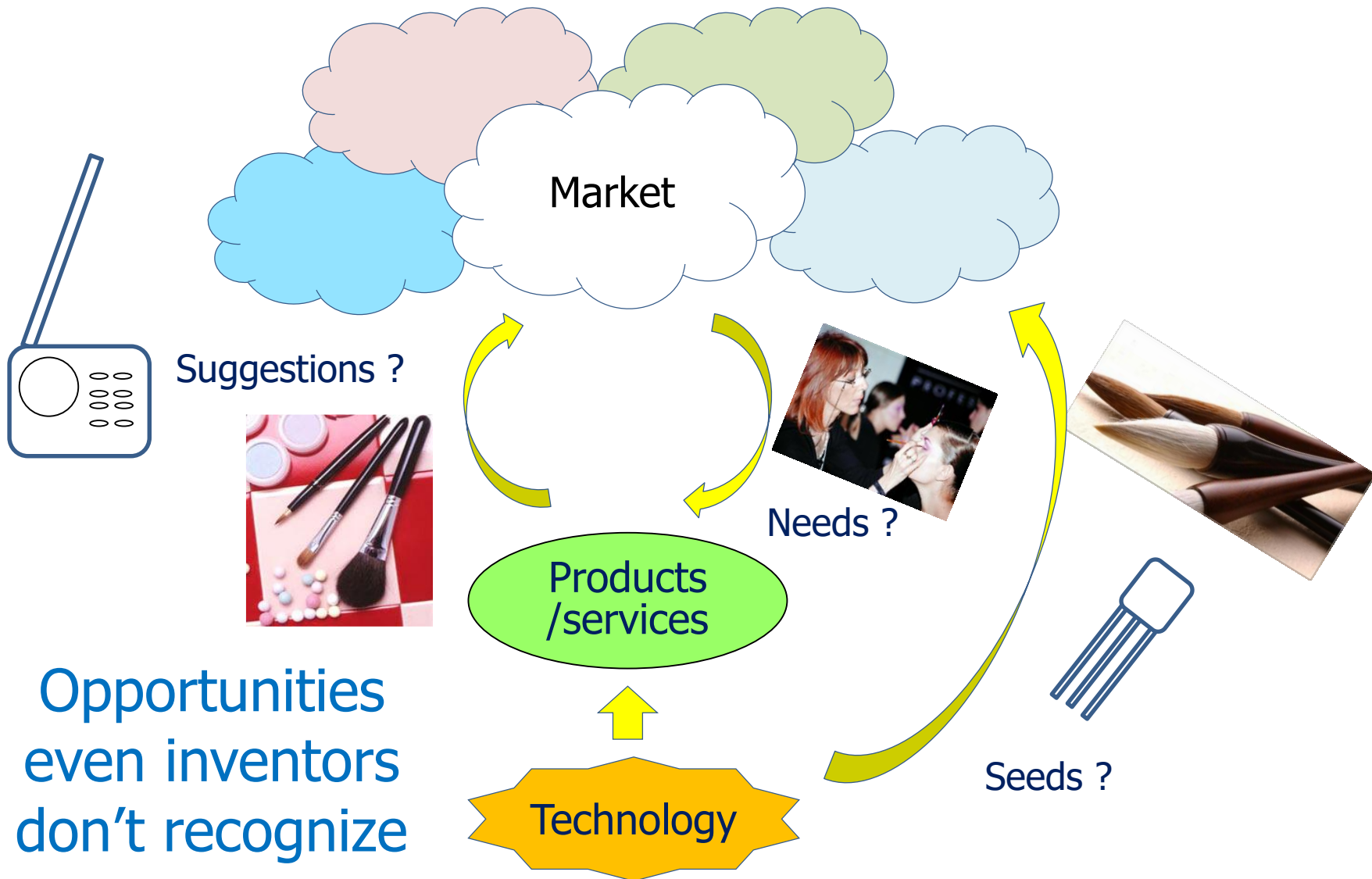


Benefit of Networking

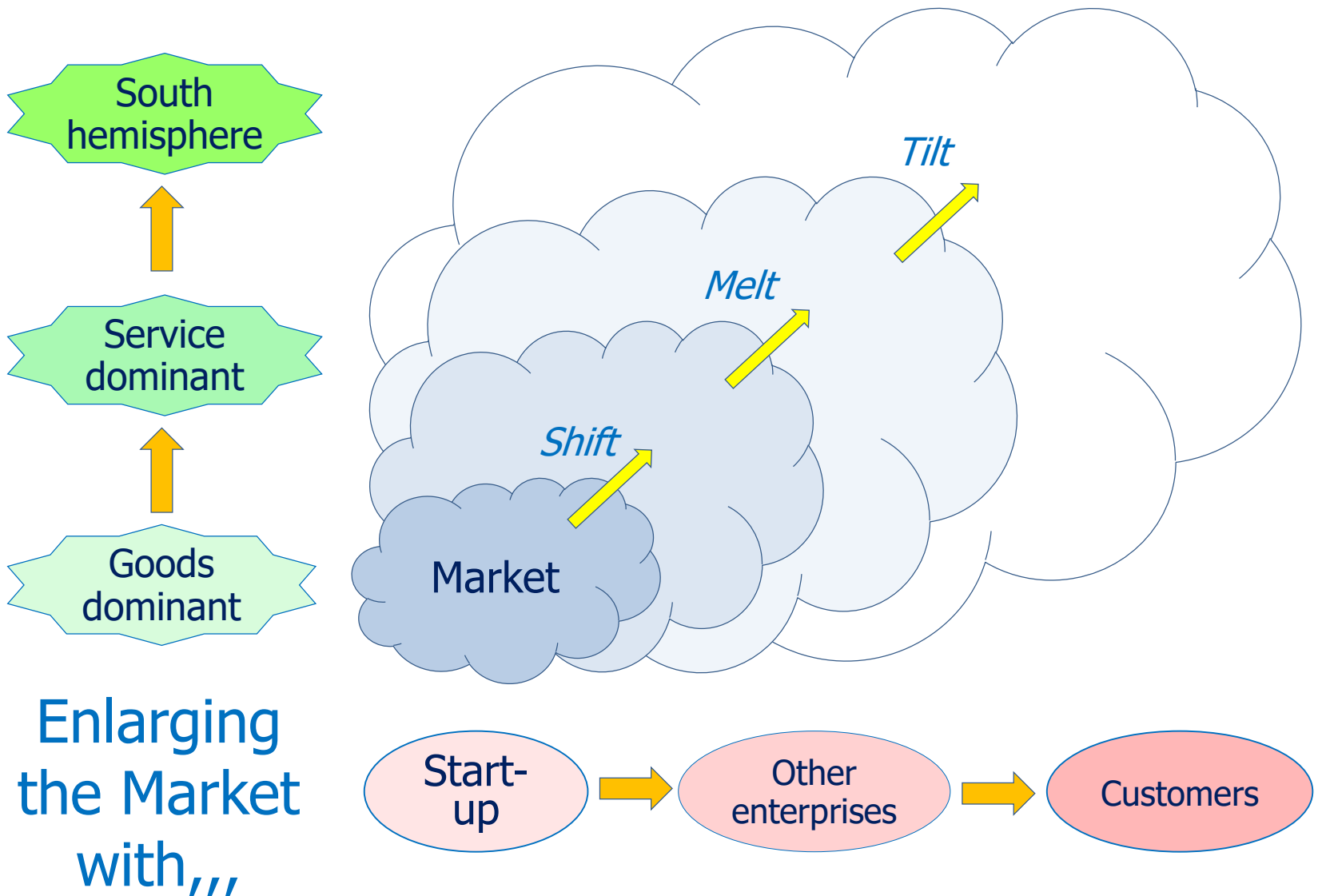
Let others promote you



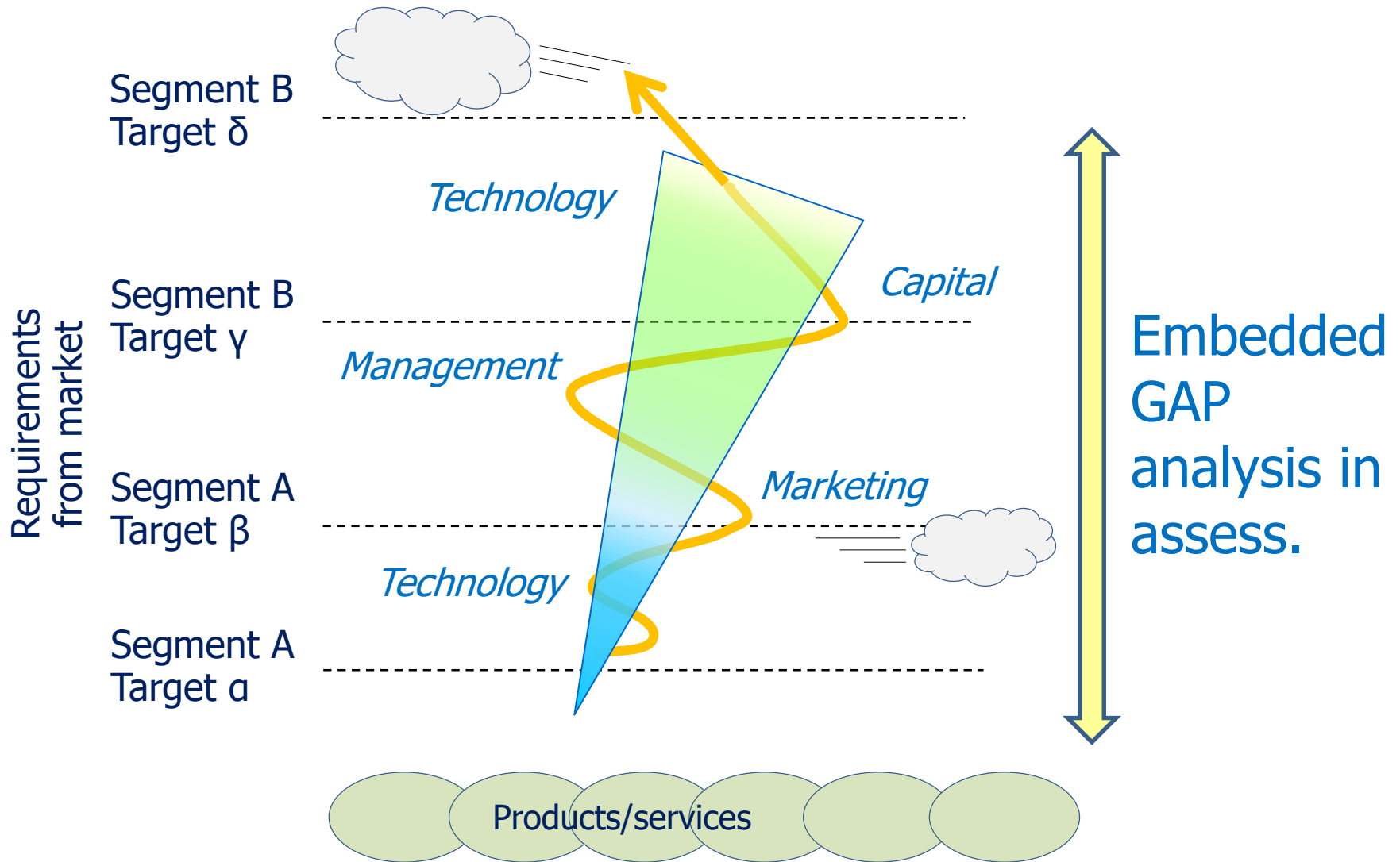
### 3. Research results-based approach (1)



### 3. Research results-based approach (2)



### 3. Research results-based approach (3)



# Start-up policy & procedures

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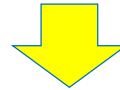
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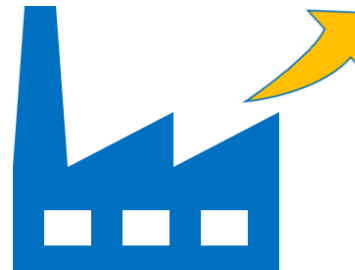
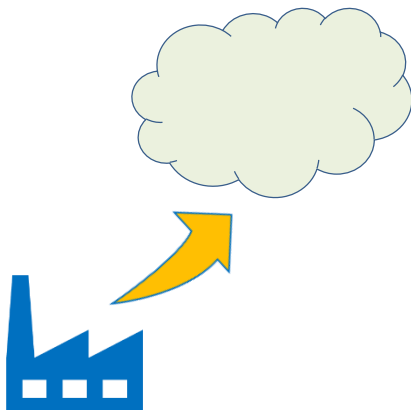
# 1. Low rate of used IP ?

$$\frac{\text{No. of IP used in actual businesses}}{\text{No. of IP owned}} = 5 \sim 25 \%$$

Source: Chesbrough (2006)

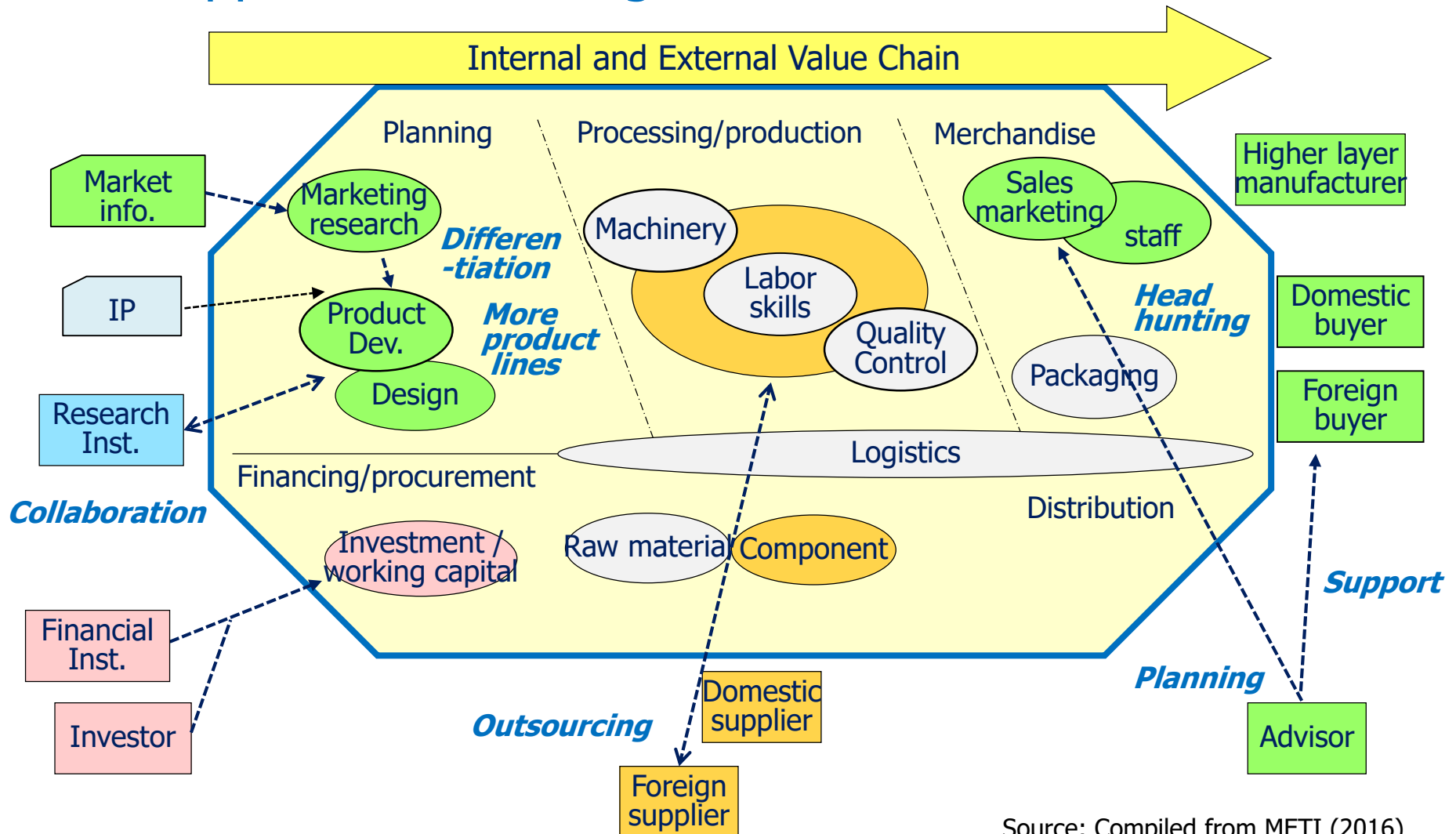


Market is small,  
but risk is also small,  
good for start-ups



## 2. Actions with positive impact on revenue

### Support to marketing is critical



### 3. Procedure support case

#### Start-up support by Waseda University

##### IP registration

- Counseling
- Existing literature review, technology evaluation
- Registration and maintenance procedure support

##### Technology transfer

- **Coordination with enterprise needs**
- Contract documentation support
- Negotiation and contracting support
- Technology valuation

##### Incubation

- Office facility
- **Management advisory service**
- Financing support
- Coordination with government organizations

# Interacting with senior management, managing relations with faculty inventors

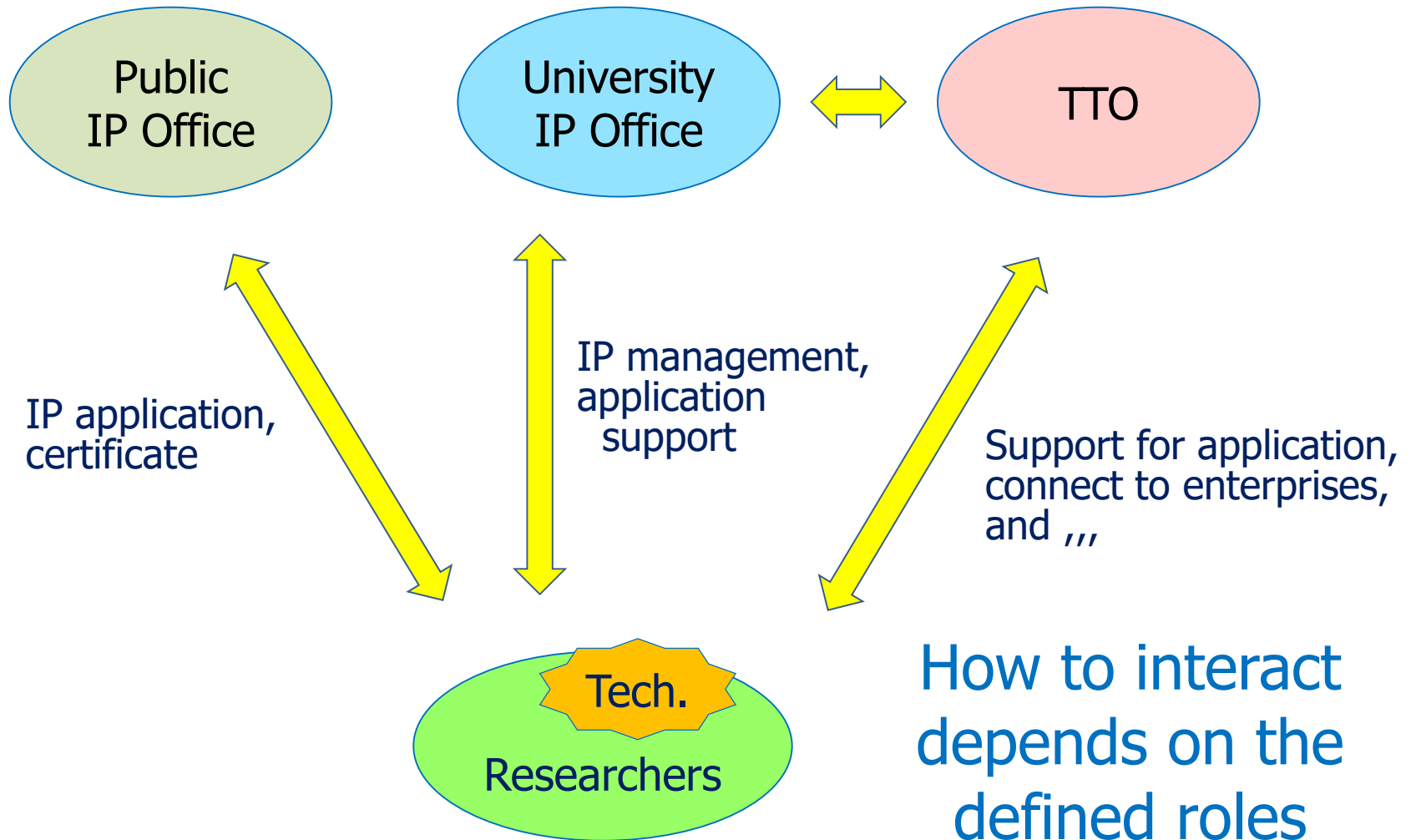
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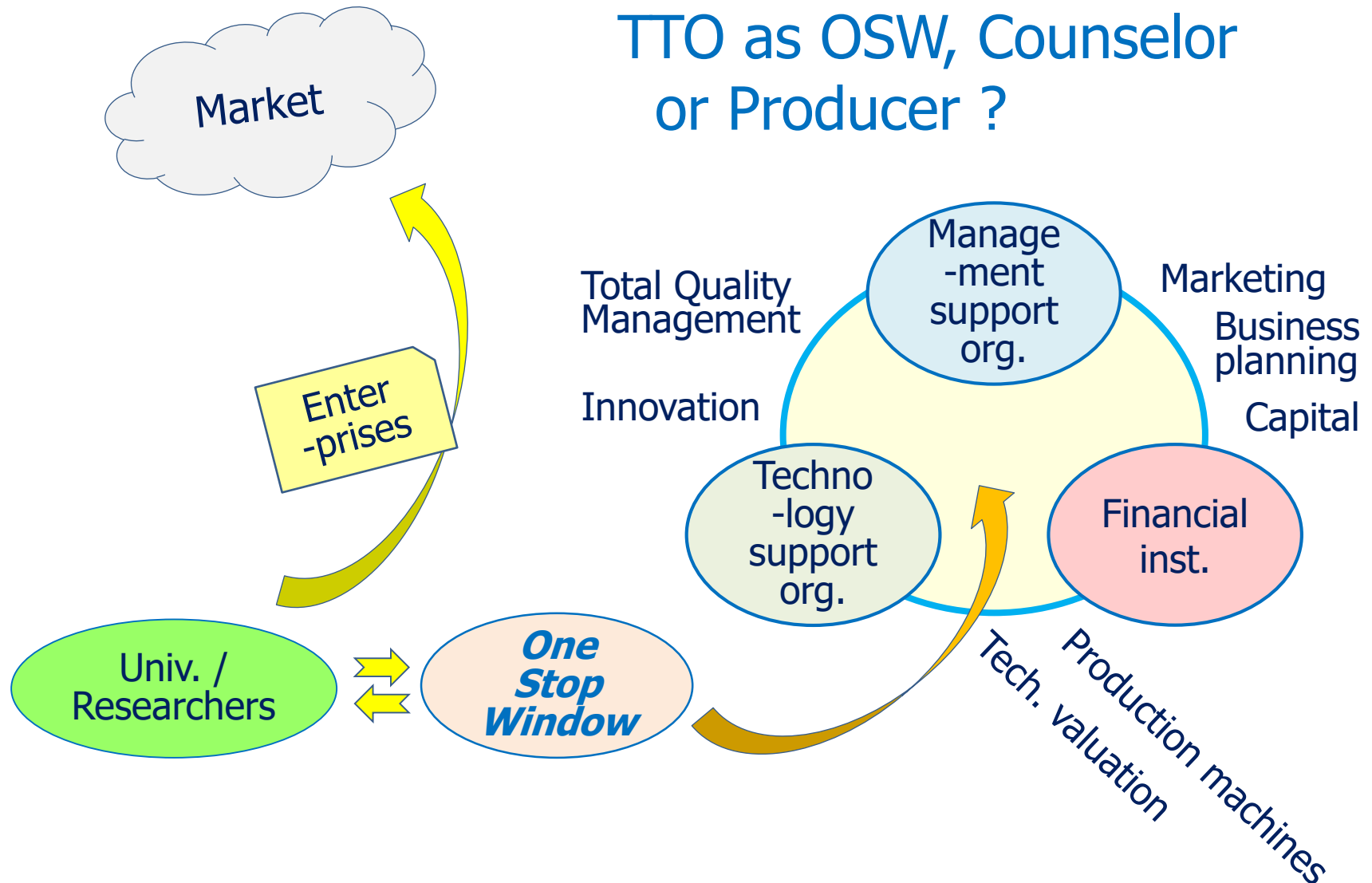
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# 1. Role of TTO



## 2. Window to open innovation



# Government-Academia-Industry collaboration to boost businesses

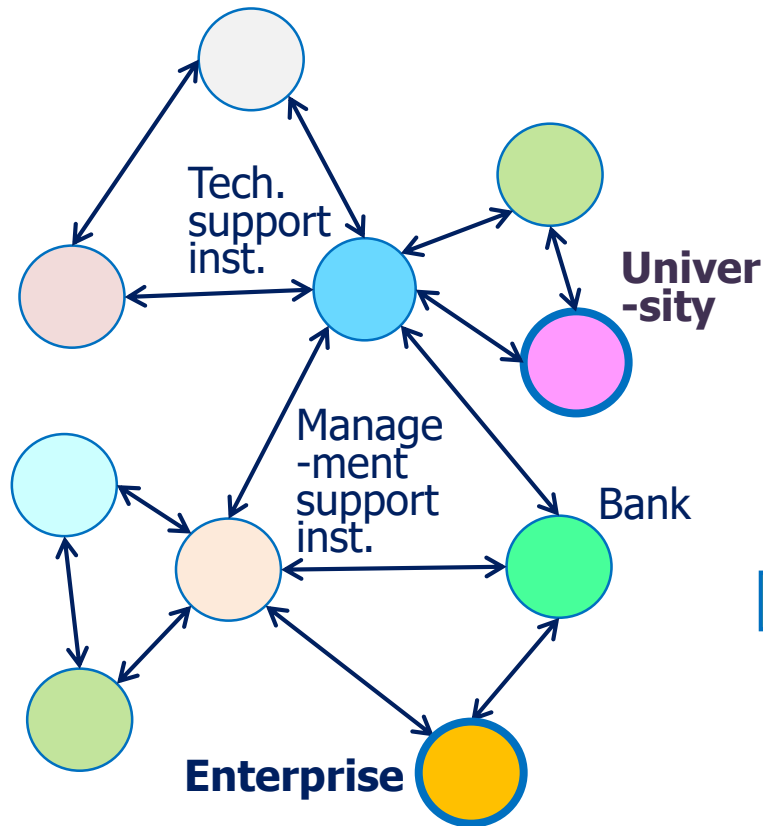
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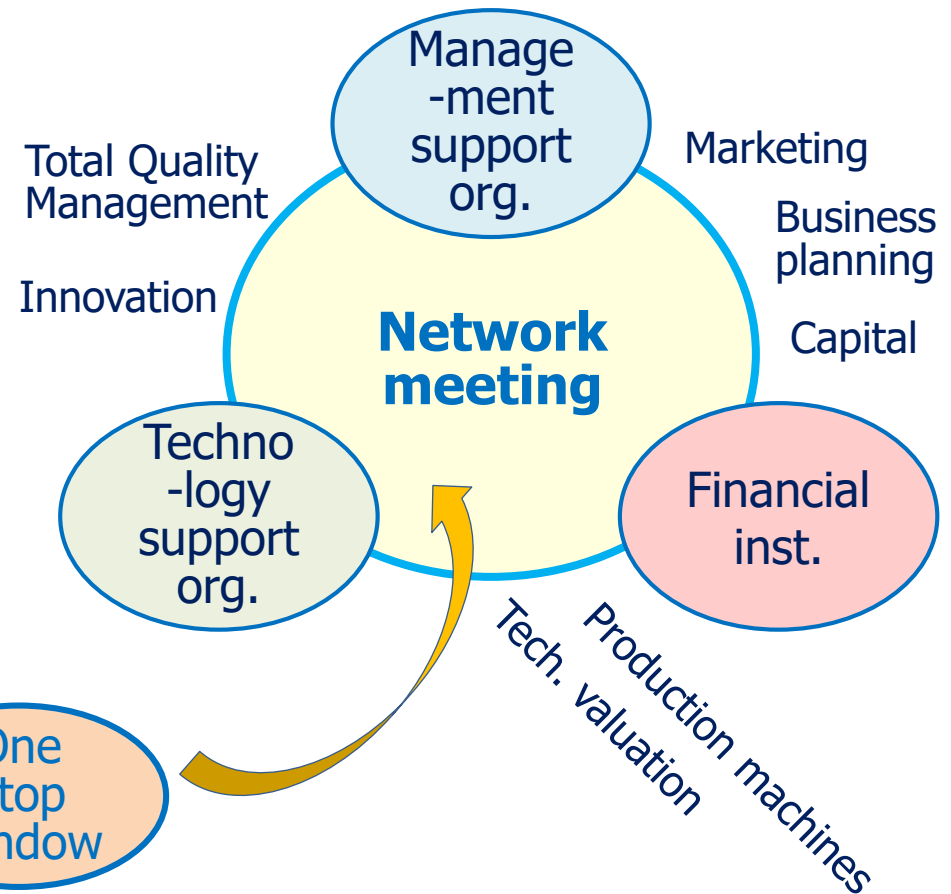
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# 1. Importance of networking



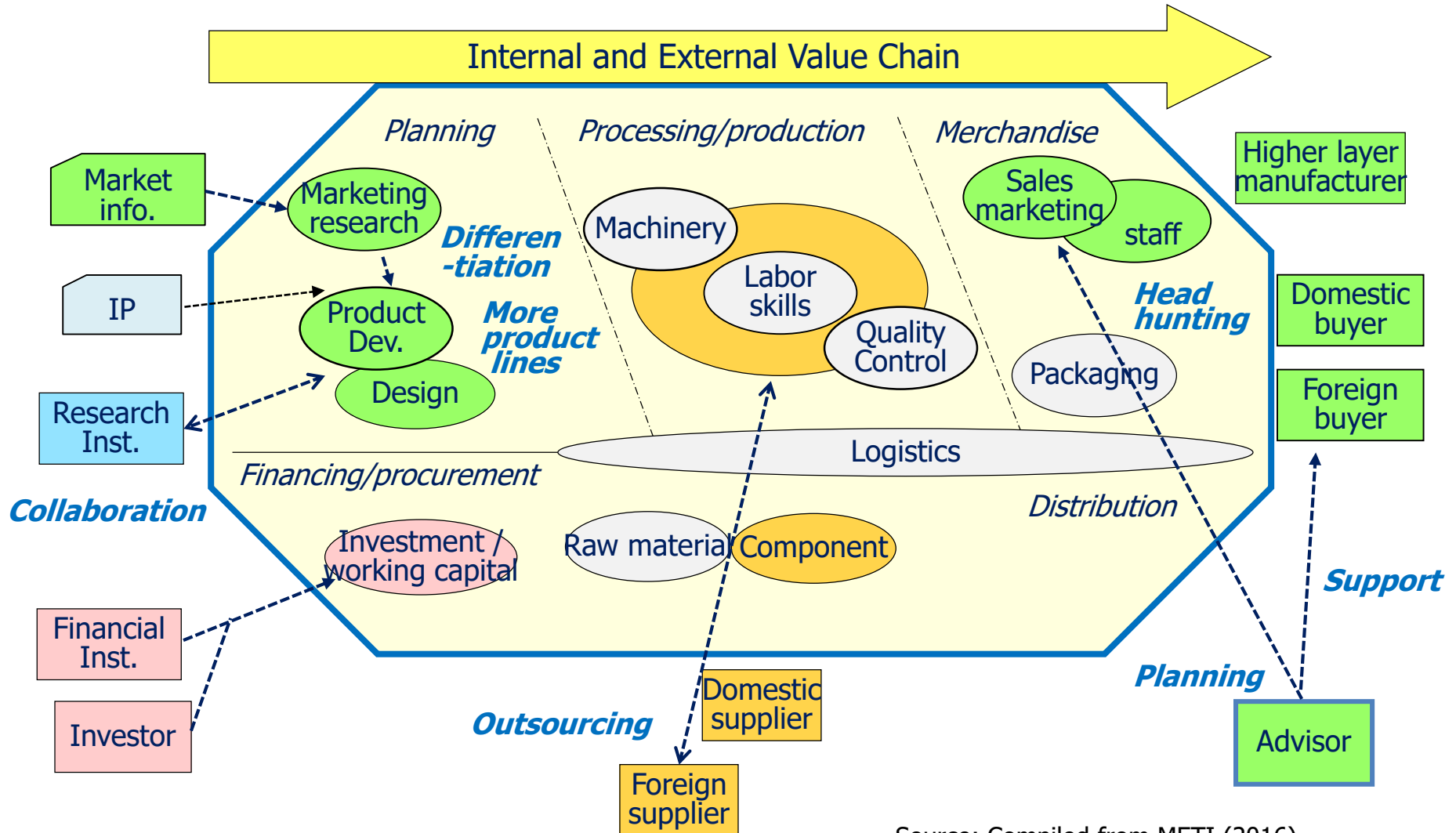
From network complication to integration





## 2. Importance of marketing

### Supports with impacts on revenue growth



# Industry-Academia collaboration: What works and what doesn't - Experience in Japan -

Gaku Funabashi

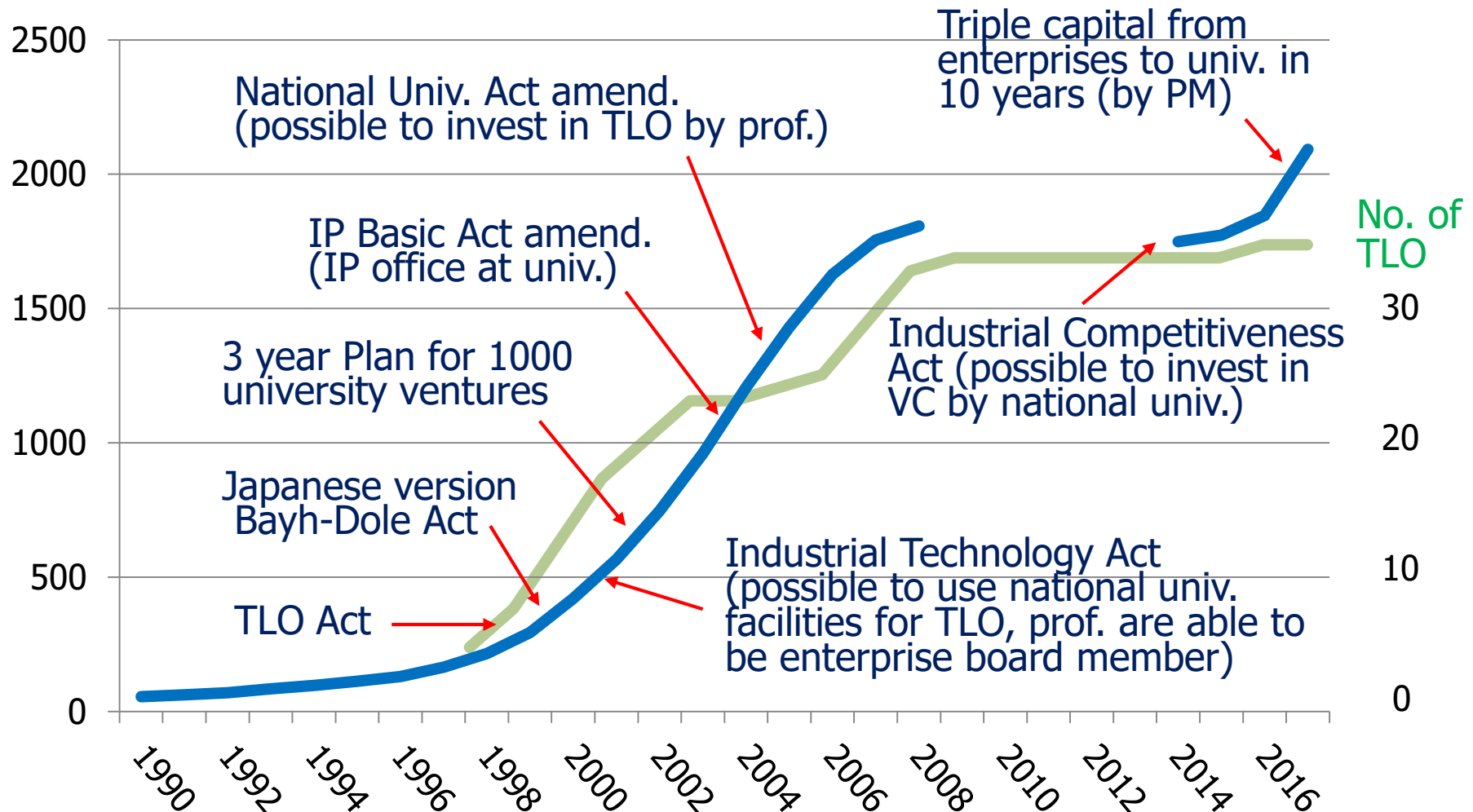
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# 1. Evolution of policies

## No. of start-up from universities in Japan



## 2. Homework from the past

### Problems recognized by the Japanese government

Function of  
university IP office

Most collaborative research are **small sized** with relationship of **individual levels**, lack of risk management system

Shortage of capital

The larger collaboration project with enterprise is, the more universities face capital shortage

Strategic use of  
knowledge

IP management system of universities is **not** responding to **complicated and diversified** businesses

Opportunities for  
human resources

**Mobilization** of human resources beyond organization barrier of universities and enterprises

### 3. New initiatives by the government

#### *Actions for overall coordination*

- Guideline for enhancing collaboration

#### *Human Resources*

- **Business planning support**  
incd. IP & risk management

#### *Products/Services*

- Inter-departmental projects  
for shift, melt & tilt

#### *Actions toward universities*

#### *Capital*

- Accounting literacy
- Capital injection to selected  
projects through VCs

#### *Information*

- **Seeds database**
- Univ. IP Fact book

- HR cross-appointment system (dual employment by univ. and enterprise)
- **Business matching**

#### *Actions toward enterprises*

## 4. Business planning support

### Cases of IP strategies for start-ups

### Publications from JPO

#### IP due diligence SOP

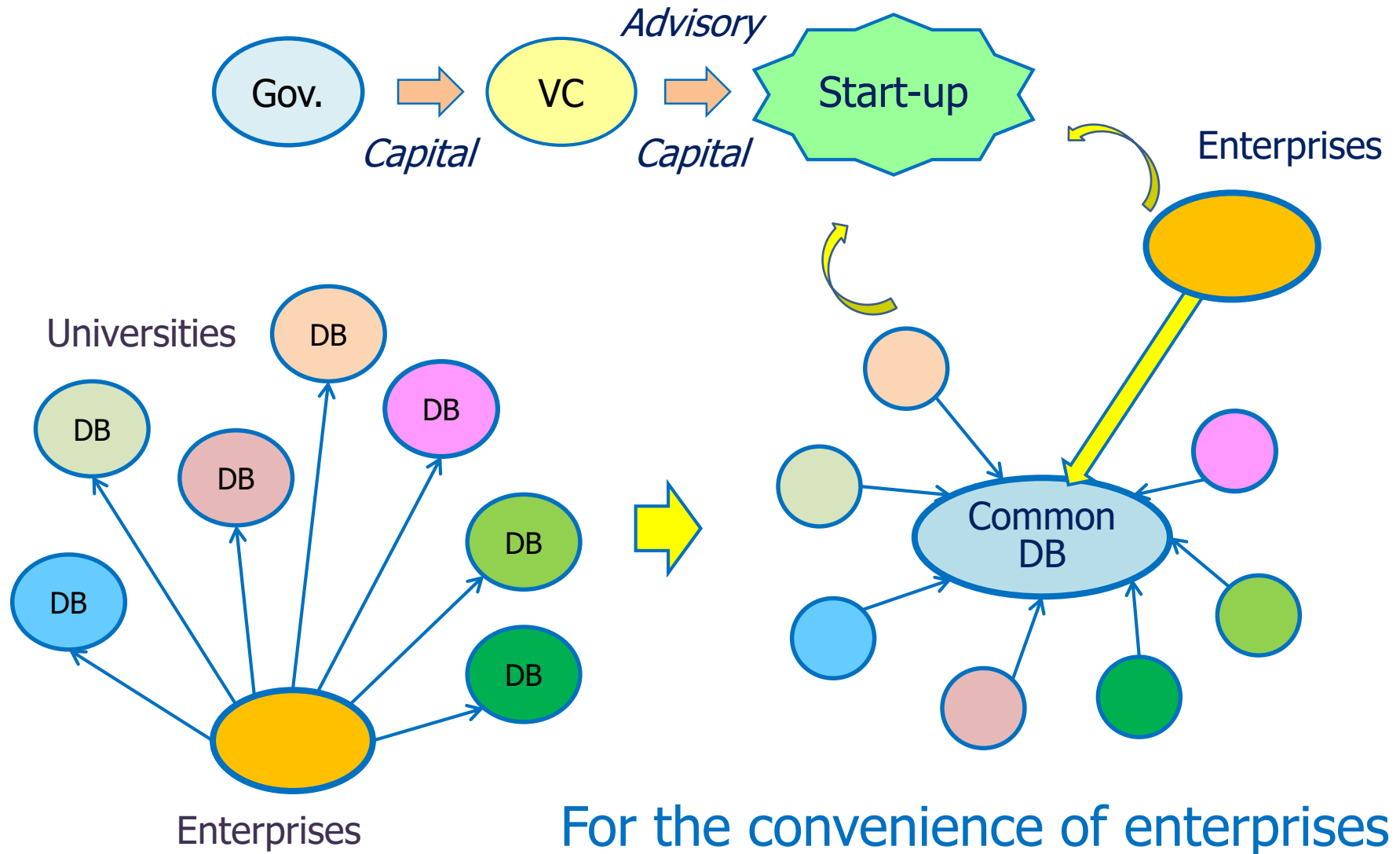
- Tech. analysis
- Covered areas
- Dispute history
- Third party risks
- Governance
- Valuation

- Business direction
- IP strategy
- Organization structure for IP actions
- History of activities
- Main focus for IP utilization by business stages

#### IP best practices for open innovation

- Processes & types
- Objective setting & approach
- Structure
- Search for ventures
- Evaluation

## 5. Seeds database



## 6. Business matching

### Attempts by SME support center in regions

