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EVALUATION AND ASSESSMENT OF INVENTIONS AND RESEARCH RESULTS FOR THEIR MARKETING AND COMMERCIALIZATION

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INTRODUCTION

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Innovation, although generally associated with advanced technology, also applies to known technology, such as:

- mechanical engineering;
- electrical engineering;
- machine welding and others.

These technologies and know how are applied in numerous sectors of activity, such as:

- agriculture;
- hospital equipment;
- clothing industry;
- road safety;
- environment, etc.

At the end of this presentation, we shall speak of various cases from our practical experience.

Those cases are inventions that we have accompanied, that is to say developed, as in certain cases of inventions for which negotiations are ongoing with various manufacturers.

THE NECESSARY STAGES IN THE EVALUATION AND
DEVELOPMENT OF AN INVENTION

- Evaluation of the feasibility of an innovative project
- Technical and economic analysis
- Study and fabrication of models and prototypes
- Market study
- Seeking and setting-up of partnerships
- Financial engineering
- Assignment/acquisition of patents or licenses

FROM THE IDEA TO THE PRODUCT

EVALUATION OF INNOVATION

- Suitability in relation to the market
 - general knowledge of the market
 - experience of the enterprise
- Field of know how of the enterprise, diversification?
- Size of the enterprise in relation to the forecast extent of the innovation

VALIDATION OF PROJECT
FEASIBILITY

NON VALIDATION

TECHNICAL AND ECONOMIC ASPECTS

Established industrial property
(patent,...)

Market study and technical and
and economic analysis
(modeling)

Financial evaluation of the project
(budget/time scale)

Financing

in-house
outside

GENERAL FEASIBILITY OF AN INNOVATION

The project is validated

Industrial property

Patentability

Non patentability

Filing of a patent application

EXAMPLES AND OUR EXPERIENCE

- Two specific cases will be presented

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