

# "valuable technological assets: why not create profits in other domains?"



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# The issue

**There is a lot of potential value in technologies  
in which already large investments have been made...  
...in research institutes or in industrial companies**



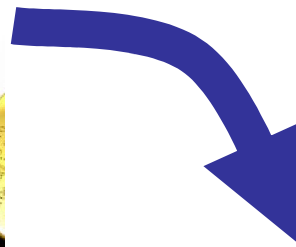
**To release this potential is the big challenge:**

# Challenge

From patented technology to commercially viable products



*'valorisation'  
'goud verzilveren'*



# The problem

**Why is it often so difficult to achieve results in valorisation?**



**Discover your enemies:**

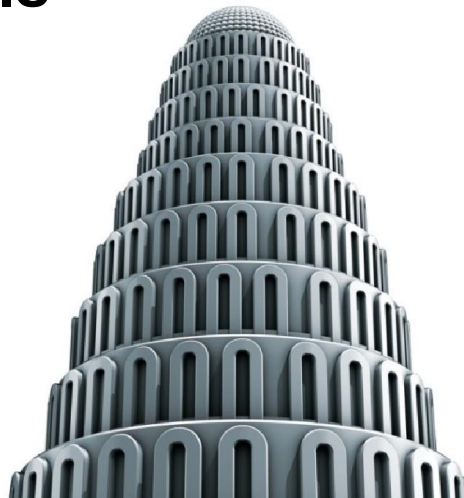
- **Babylonian experience**
- **Domain bias**
- **Chance**

# Babylonian experience



**Technology  
professionals**

**Business  
professionals**



*'What are they  
talking about?'*

# Domain bias

**The technology owner is often biased  
to his 'preferred domain'**



*'we have a broad view...  
on our own track'*



# Chance

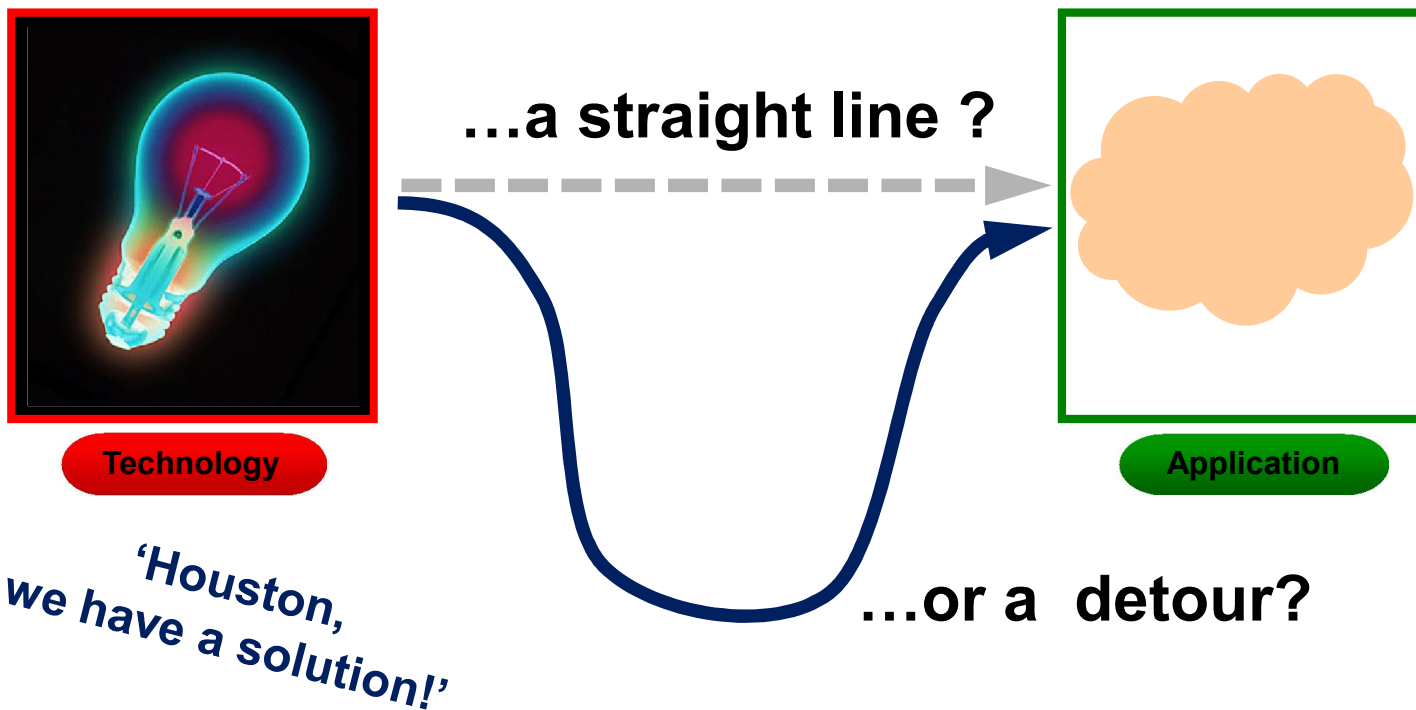
**The search for new applications  
relies heavily on chance**



*'once in a while  
we should succeed!'*

# Roads to succes

The best route from technology to application is...

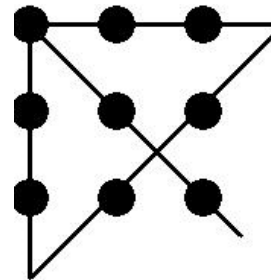




# TIP<sup>®</sup> Approach

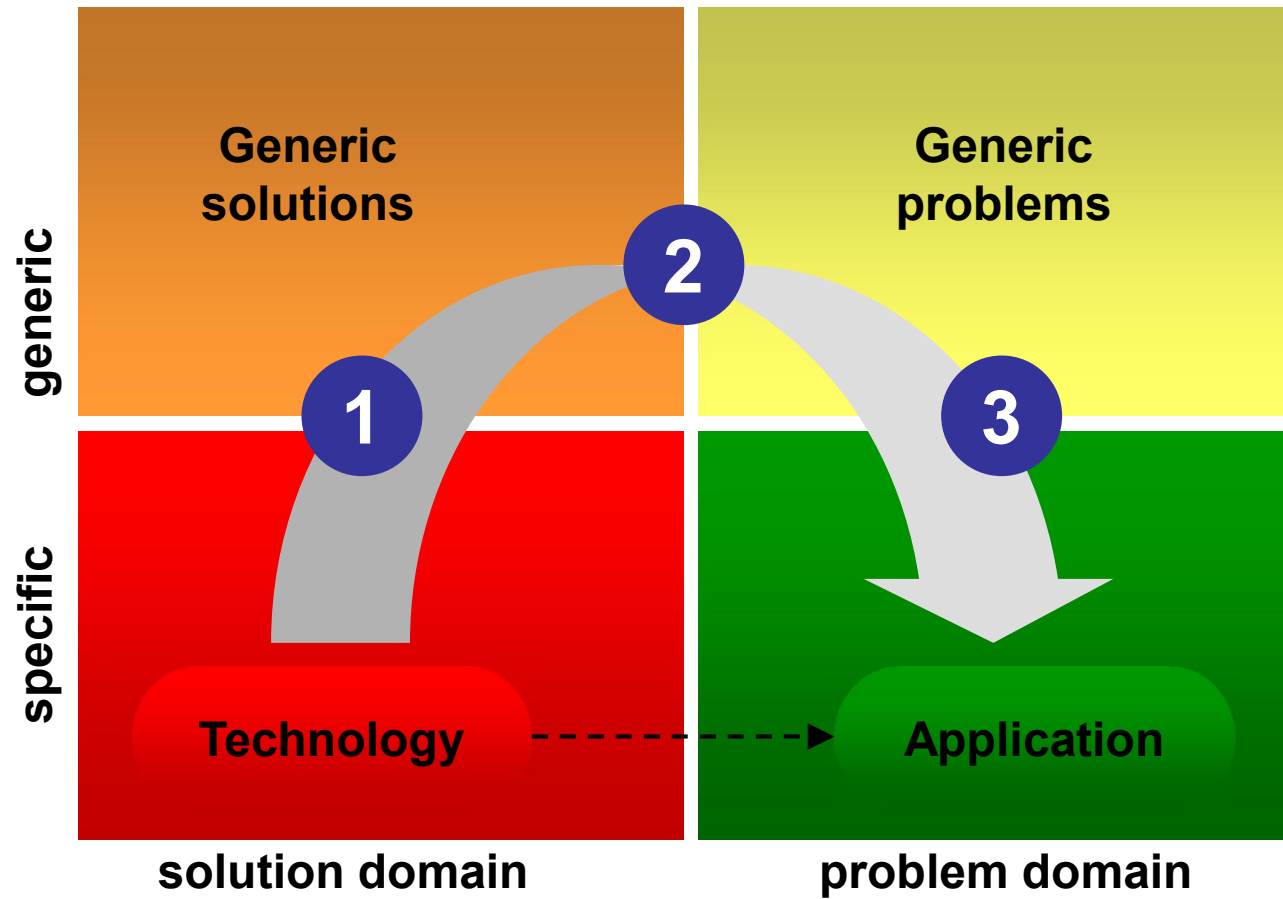
The detour is called 'Technology into Products':

Structured  
Reversed  
Out-of-the-box



...with new applications as a result

# TIP<sup>®</sup> Strategy



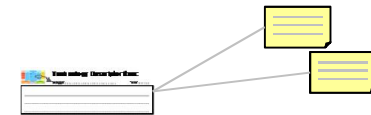
# TIP<sup>®</sup> Tactics

**dedicated tools and methods are used...**

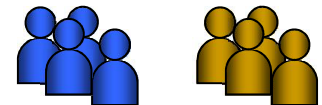
**for translating the tech talk...**



**for out-of the box guidance...**



**for multiple team involvement...**



# **TI<sup>®</sup>** Thinking

**For more inspiration:  
check out the white paper**

**“Out-of-your-Box Valorisation:  
create new value from your patented technology”**

<http://bit.ly/11wLUHZ>

# TIP<sup>®</sup> Operation

**For support contact:**

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