

# Create impact through innovation

**University of Copenhagen**

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KØBENHAVNS UNIVERSITET



# AGENDA

- **WHY SHOULD I COMMERCIALISE MY RESEARCH?**
- **HOW CAN I ASSESS THE COMMERCIAL POTENTIAL OF MY RESEARCH?**
- **WHAT IS THE COMMERCIALIZATION PROCESS?**
- **HOW CAN I EXTEND MY KNOWLEDGE ON INNOVATION AT UCPH?**



# WHY SHOULD I COMMERCIALISE MY RESEARCH?



## **Make an impact in Society**

Translate your research into real solutions that benefit others.

## **Get more funding for you research**

Access a wide variety of funding sources aimed to commercialize research (both public and private) and generate further revenues from successful commercialization of your own research.

## **Explore alternative professional pathways**

Experience new roles and interact with professionals beyond Academia.

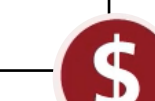
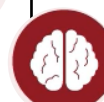


## **Access industrial resources and expertise**

Collaborate with the Industry and establish partnerships to develop your ideas together. Share knowledge and get access to their resources and facilities.

## **Improve your professional profile and credentials**

Attract more funding, talent, and interest from both Academia and Industry.



# HOW CAN I ASSESS THE POTENTIAL COMMERCIAL OF MY RESEARCH?



- **THE NEED**
- **INTELLECTUAL PROPERTY RIGHTS**
- **MARKET**
- **DEVELOPMENT STAGE**
- **TEAM**

# HOW CAN I ASSESS THE POTENTIAL COMMERCIAL OF MY RESEARCH?



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# THE NEED

#1

Survival

E.g. pancreatic cancer

#2

Morbidities

E.g. diabetes

#3

Safety

E.g. bipolar disorder

#4

Convenience

E.g. contraceptives



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# HOW CAN I ASSESS THE POTENTIAL COMMERCIAL OF MY RESEARCH?





# MARKET



## Size

Is there a market for my invention?  
How big is the market now?  
How is it distributed around the globe?



## Complexity

How complex would it be to bring my invention into the market?  
What are the regulatory requirements?  
Who are the different stakeholders?  
What's the probability of success?  
How would clinical trials look like?



## Competitors

What are the current solutions? What is their price?  
What are the projects being developed in the same area?  
How do I differentiate from the rest?  
What is my competitive advantage?



## Future perspectives

Is this market going to grow?  
Will it be relevant in the future?  
New regulations?



## Others

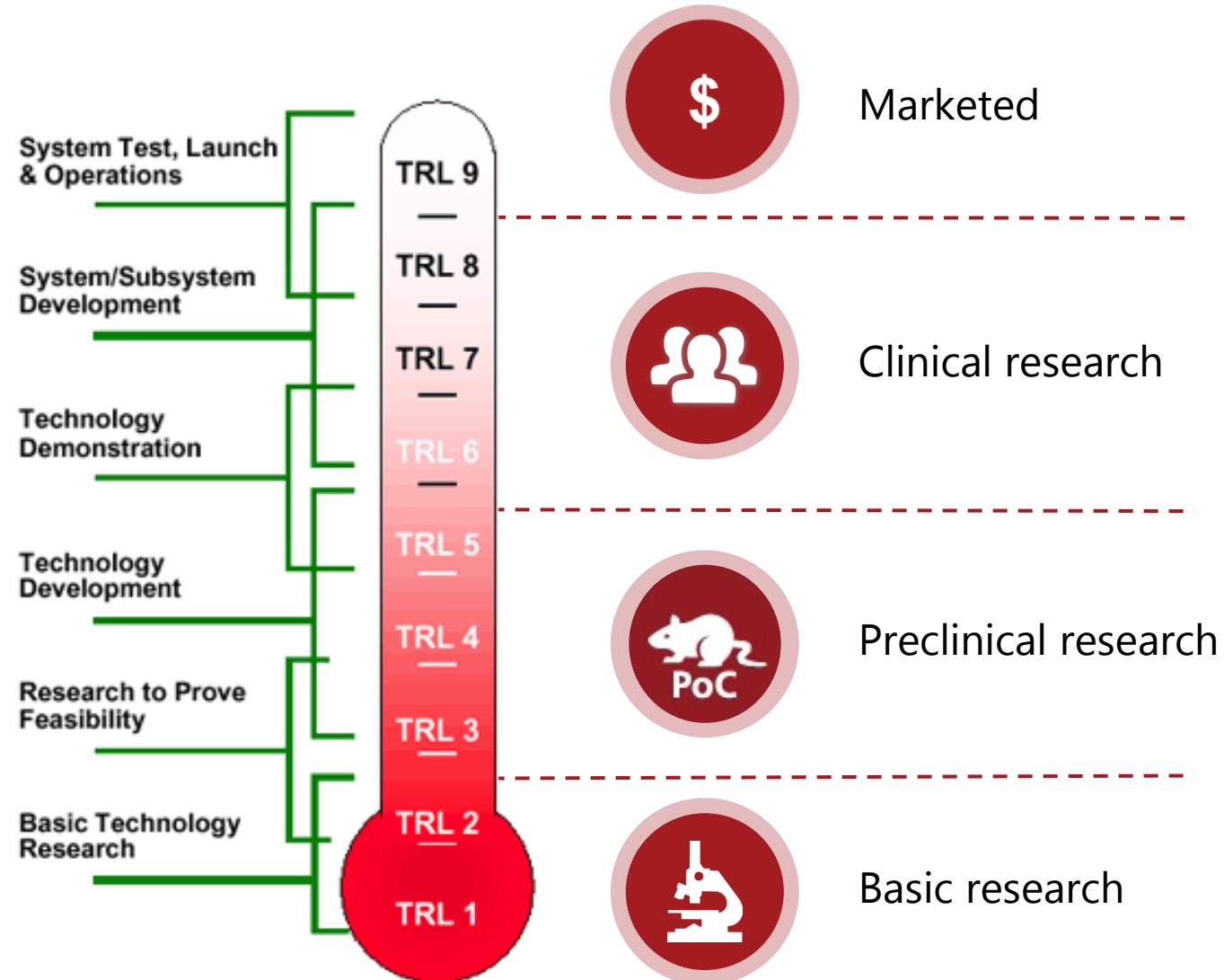
Is there an interest from investors and/or Pharma?

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# DEVELOPMENT STAGE – TECHNOLOGY READINESS LEVEL

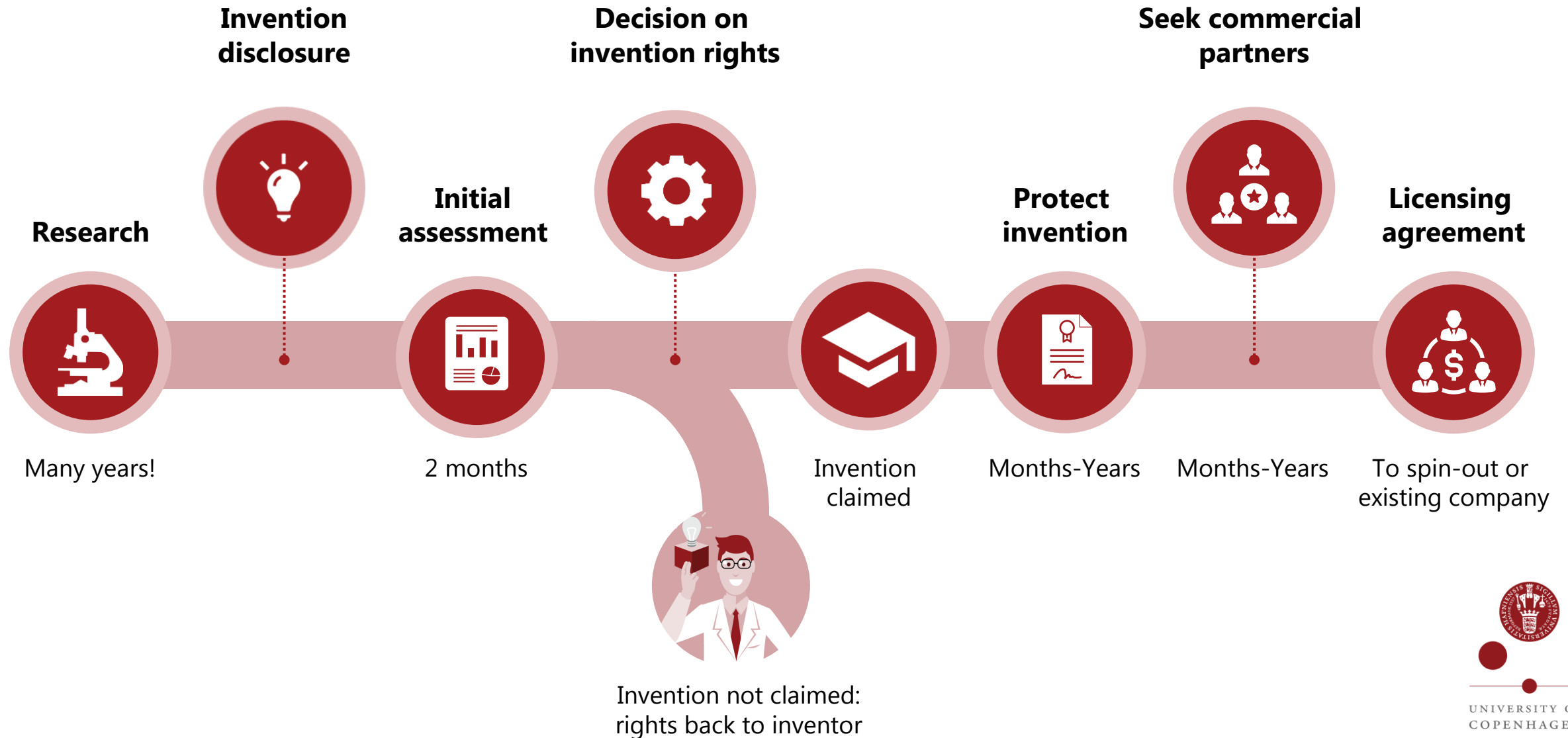


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# WHAT IS THE COMMERCIALIZATION PROCESS?



# HOW CAN I EXTENT MY KNOWLEGDE ON INNOVATION AT UCPH



- **LIGHTHOUSE**
- **TEAM**
- **INITIATIVES**





# KU LIGHTHOUSE

**New innovation center at University of Copenhagen**

[UCPH Lighthouse – University of Copenhagen \(ku.dk\)](https://ku.dk)



# WE ARE THE PIPELINE – Innovation infrastructure @Faculty of Health & Medical Sciences

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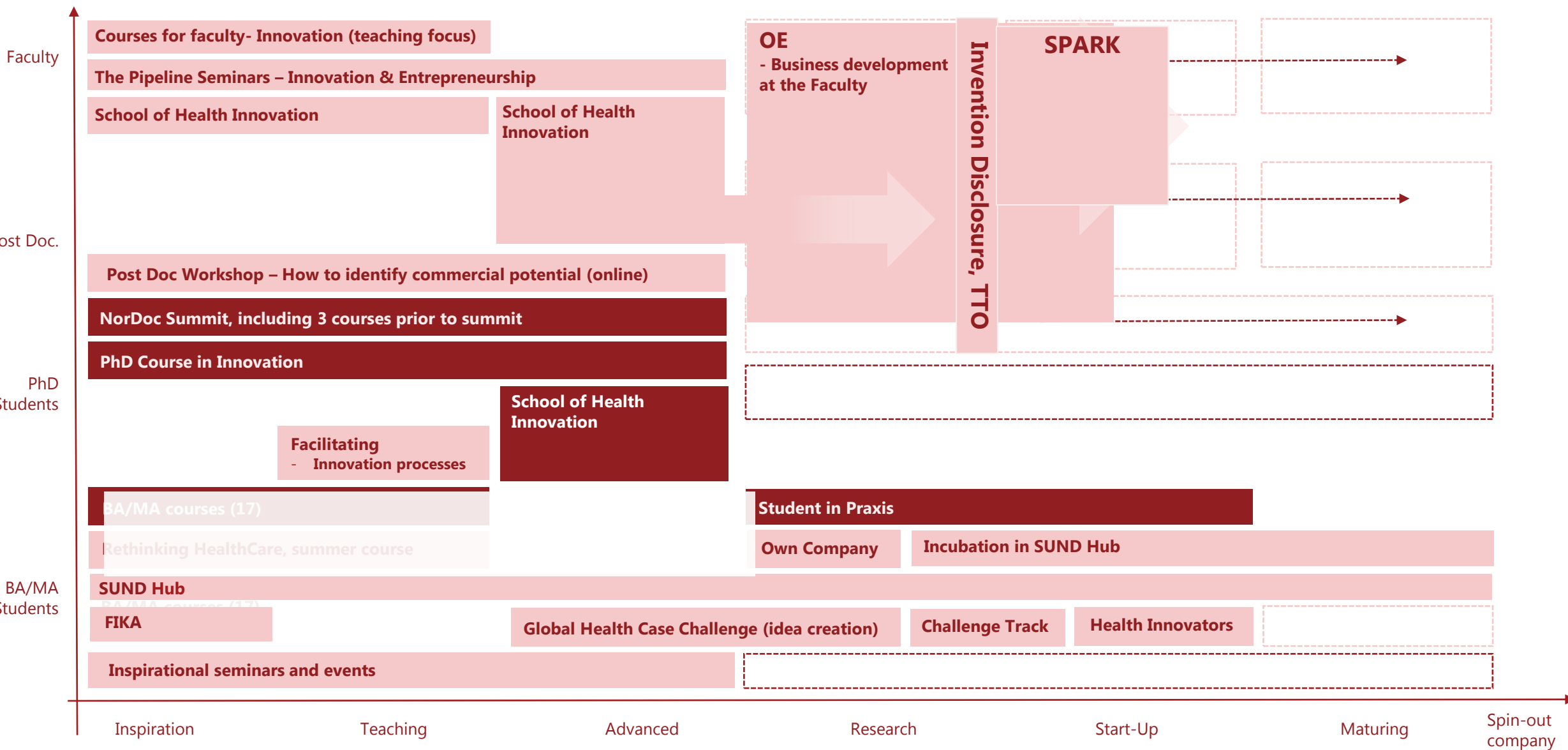


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# INNOVATION @SUND

## INNOVATION LANDSCAPE





THANK YOU  
FOR YOUR ATTENTION

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