



e-shape

EuroGEOSS Showcases: Applications Powered by Europe

**D5.18**

## **3<sup>rd</sup> Annual Report on IP and Innovation Office**



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## ABSTRACT

The e-shape project has a strong focus on generating real impact for the user communities and market sectors it involves. To achieve that – and in line with its nature as an Innovation Action – e-shape puts forward a series of measures that aim at supporting the various pilots, but also the EO community at large, by boosting their sustainability potential. One of these measures involved the **design, set-up and operation of the novel “e-shape IP and Innovation Office” (IIPO)**. Managed by a combined team of IP, Innovation and EO experts, it constitutes an online resource, through which pilot partners, primarily, and the greater EO community, secondarily, can get access to IP and innovation support. The support is provided in the form of information but also through on-demand services that can be triggered online. For both information and services, the “e-shape Innovation and IP Office” is specifically targeting the EO sector.

In that regard, the development and progressive enhancement of the IIPO has been carried out so that it **(i)** makes use of best practices associated with existing resources (such as the European IP Helpdesk, the IP Booster, etc) and “translates” them into the operational realities of EO actors, **(ii)** produces added value to these existing resources by exploiting their outputs, increasing their visibility and generating additional traffic towards them.

In this Third Annual Report on IP and Innovation Office (M36), we look at the activities carried out since the previous report (M24). More precisely, in the following pages, we look back at the launch of the revamped online instance of the IIPO (chapter 2), the interactions with other key actors and the respective activities in this period (chapter 3), the feedback received by pilots during Sprint-2 interactions (chapter 4), as well as the plans for further development, both through a list of short-term actions, and through a general plan for the evolution of the office under e-shape and beyond (chapter 5).

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## 1 INTRODUCTION

The period spanning M24 to M36 has been marked by three key developments:

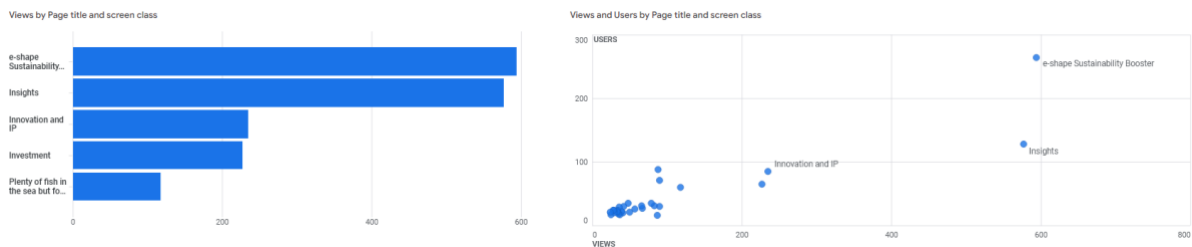
- The launch of the revamped Sustainability Booster website in May 2021, through which the IIPO is accessible <https://sustainability.e-shape.eu/iipo/>.
- The evolution of interactions with key stakeholders including DG RTD and the EU IP Helpdesk.
- Initial feedback collected by pilots in the context of Sprint 2 interactions.

All three aspects form part of the continuous effort to improve and tailor the offering of the e-shape IP and Innovation Office as a meaningful resource of IP and innovation support to e-shape pilots and the greater EO community. To that end, a team of IP, innovation and EO experts have been working throughout this period to promote the “passive” part of the IIPO’s offering (i.e. what can be accessed via the website) and to better define the “active” part (i.e. what individual pilots or companies can request as part of tailored support).

## 2 IIPO: MATERIAL ACCESSIBLE ONLINE

The IP and Innovation office offers a variety of content online on the Sustainability Booster website. The content has been tuned to help EO solution providers move beyond complex processes and legal jargon, providing access to:

- Collections of high-quality resources aimed specifically at supporting new EO services and solutions, tailored for specific stages of the innovation process
- A set of relatable use cases showing common situations and how they can be tackled
- Frequently asked questions and associated answers



**Figure 1: User statistics Sustainability Booster website, users since May 2021**

Since the relaunch of the website, the IIPO section was visited 235 times. Interactions with 36 (out of 37) Pilots in the context of the finalisation of their Business Plans and the monitoring of Sprint 2 challenges 11-13 took place during which IP considerations of the Pilots (or the lack of such) have been discussed, allowing to anticipate support needs.

The following sections provide a brief overview of the material made available online during the period reported in this deliverable.



# IP & INNOVATION OFFICE

TAILORED SUPPORT ON INNOVATION AND INTELLECTUAL  
PROPERTY

Figure 2-2: Screenshot of the landing page of the IIPO online

## 2.1 Guidance

The IIPO provides guidance to EO solution providers based on the stage of development they find themselves in.

- **From idea to prototype:**  
Here the focus of the guidance is on the initial innovation steps that can turn an idea into a prototype. IP is a cornerstone of this process, whether it involves preserving confidentiality around a key idea or filing for a patent and securing the freedom to operate. The IIPO provides access to best practices starting with the “basics” (see <https://sustainability.e-shape.eu/iipo-materials/business-idea/>) and continuing with a more comprehensive overview developed by the EU IP Helpdesk (<https://sustainability.e-shape.eu/iipo-materials/your-guide-to-ip-commercialisation/>). Finally, a dedicated “story” (see also below) is provided in relation to Market Sizing, an area where EO solution developers often struggle to address in a consistent way.
- **From prototype to market-ready service**  
At this stage innovators have a minimum viable product showcasing the value proposition of their solution. What they need is solid business planning and market exploration. To support them in these subjects the IIPO, as part of the Sustainability Booster, offers both passive and active advice. In the online environment, innovators can access a dedicated webinar produced by the EU IP Helpdesk on IP assessment (<https://sustainability.e-shape.eu/iipo-materials/ip-assessment/>) and follow best practices on how to manage IP upon concluding H2020 projects and moving to the market (<https://sustainability.e-shape.eu/inno-ip-stories/ip-goes-to-the-market/>).
- **From market-ready service to sustainably generating revenues**  
Here the focus is on commercialisation and sustainable generation of revenues. This entails, on one hand, commercialisation of IP (<https://sustainability.e-shape.eu/iipo-materials/ip-commercialisation-and-licensing/>) and the establishment of a robust approach to sales (<https://sustainability.e-shape.eu/iipo-materials/sales-calls/>).
- **From a few paying customers to many**  
Maintaining a solid knowledge of the markets, devising a clear exploitation strategy for their IP assets and honing their investment readiness skills, are essential parts of the effort to grow the pool of paying customers for EO solutions. The IIPO is providing access to materials developed by the EU IP Helpdesk on managing IP as part of internationalisation efforts (<https://sustainability.e-shape.eu/iipo-materials/your-guide-to-ip-management-in-international-business/>). In addition, the IIPO offers access to material from the investment readiness programme undertaken in WP5 (<https://sustainability.e-shape.eu/iipo-materials/pitching-to-investors/>). Finally the IIPO gives extensive advice on how to transform

H2020 R&D results into a market-ready product or service (<https://sustainability.e-shape.eu/inno-ip-stories/market-horizons/>).

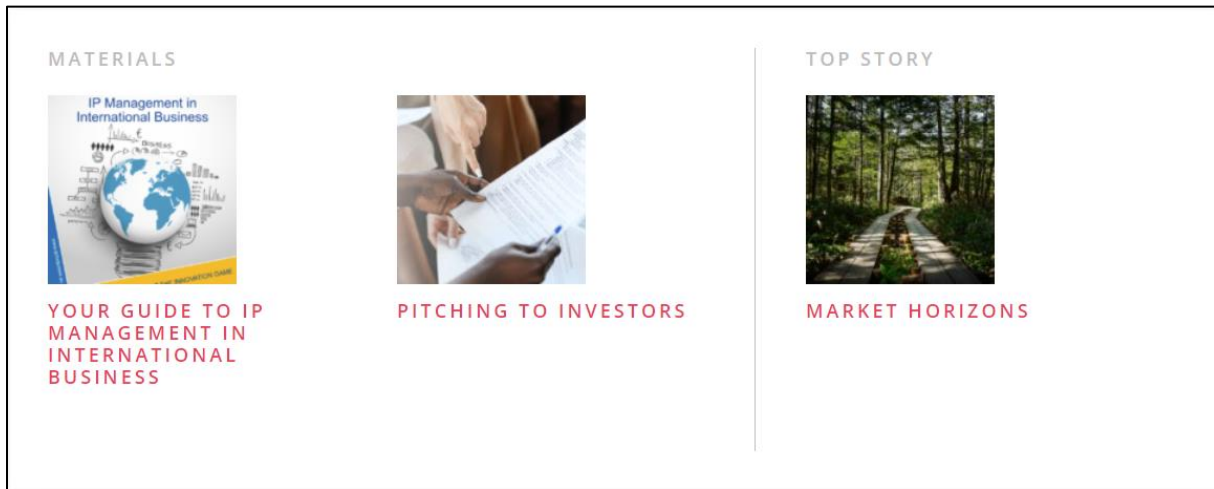


Figure 2-3: Screenshot from the guidance page of the IIPPO

## 2.2 Innovation and IP stories

To make the content of the online environment of the IIPPO more accessible and relatable a series of Innovation and IP stories have been developed. From “IP goes to market”, to “Market sizing” and “Market Horizons” as well as many more currently in the pipeline for publication, the IIPPO offers insight into situations that EO solution developers can find themselves into. The content of this part will be continuously enhanced going forward, trying to ensure increasing depth and wider perspective so that we can capture the reality of actors developing EO solutions

## 2.3 FAQ

The FAQ page provides an amalgam of questions and answers to topics raised by the e-shape pilots during their interaction with WP5 and Q’s and A’s from the broader community of EO innovators. These are organised around 5 main categories:

- **IIPPO:** What is the IIPPO and what does it offer
- **Copernicus/EO data licensing:** topics around access to and usage of Copernicus/EO data
- **Bringing an EO idea to the market:** a collection of legal and partnership aspects for EO solution developers
- **Intellectual property for EO solutions:** From fundamental to specific topics around IP and its role in R&D projects
- **Innovation and investment for EO:** Access to funding; interplay between investment and IP.

Additional questions/requests can be submitted through a dedicated webform, fully compliant with GDPR rules.

## 2.4 Curated Resources

The IIPPO has performed an extensive scan of resources developed by relevant actors and has made a careful selection of the ones to exhibit on its online environment. These can be accessed here: <https://sustainability.e-shape.eu/iipo/iipo-resources/>



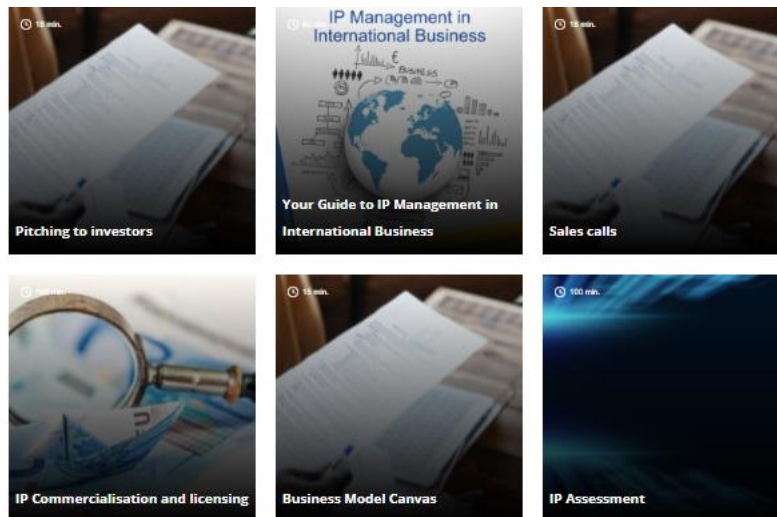


Figure 2-4: Screenshot of curated resources (1)

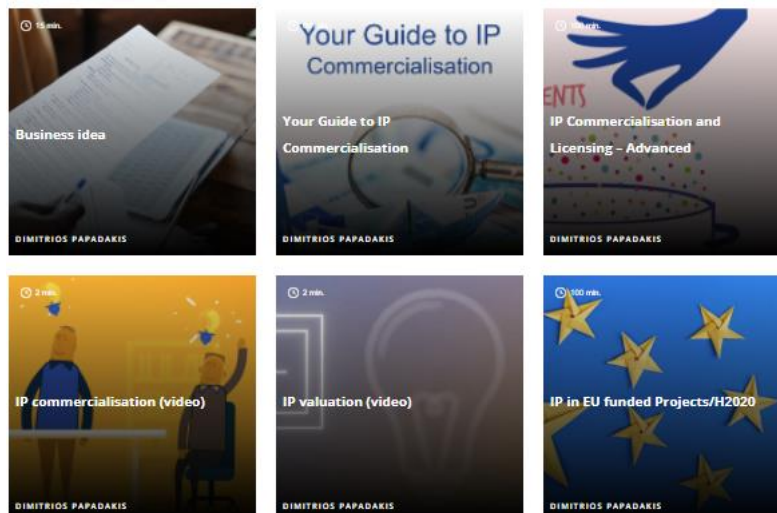


Figure 2-5 Screenshot of curated resources (2)

### 3 INTERACTIONS WITH KEY STAKEHOLDERS

In the period M24-M36 the IIPO has intensified its collaboration with the EU IP Helpdesk and continued its interaction with innovation actors.

#### 3.1 Collaboration with the EU IP Helpdesk

Following the exchanges with the EU IP Helpdesk in the preceding periods (reported in the 1<sup>st</sup> and 2<sup>nd</sup> Annual Reports), the IIPO has held direct meetings between May 2021 and April 2022, culminating with the organisation of a dedicated session at the EuroGEO Webinar. This session entailed a detailed presentation by Dr Christian Hackl (IP expert, European IP Helpdesk) on Technology transfer and a thorough account of what the IIPO offers to e-shape and EuroGEO by Mr Lefteris Mamais (WP5 Leader, Evenflow). The summary of the event is provided in the Annex to this deliverable.

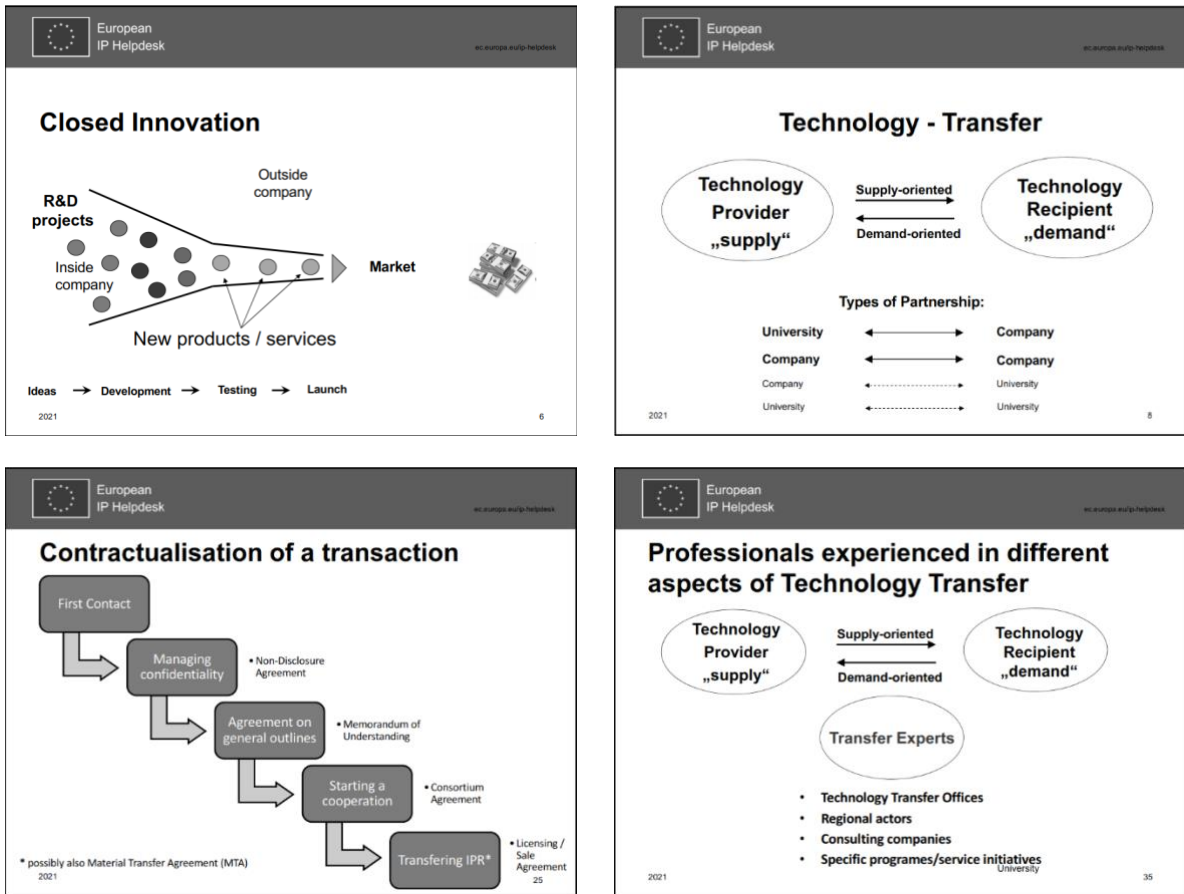


Figure 3-1: Technology transfer - slides from the EU IP Helpdesk presentation

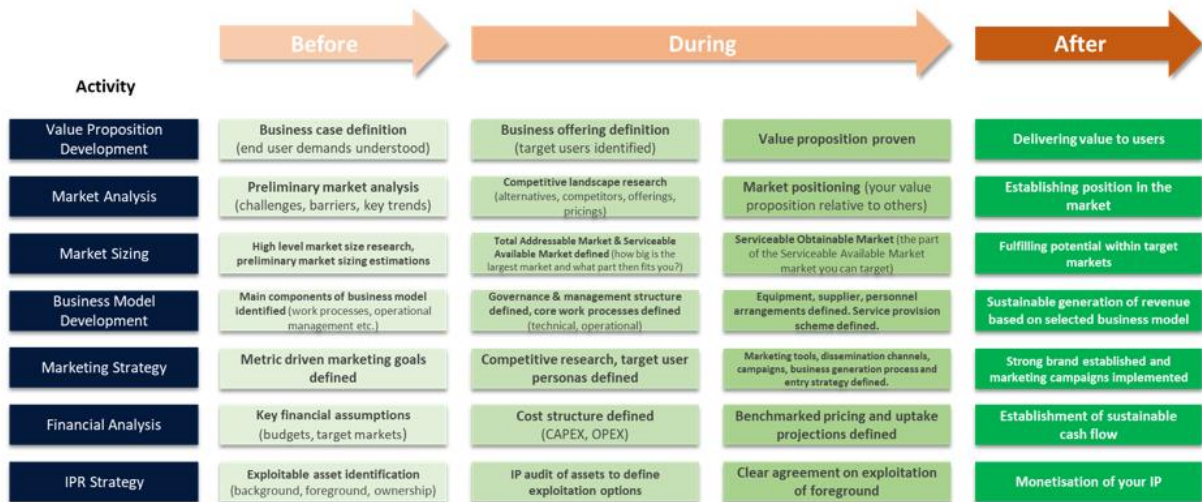


Figure 3-2: Guidance tailored to specific stages of the innovation process – slide from IIPO presentation

This session was followed up with exchanges with the EU IP Helpdesk on the identification and use of materials that the EU IP Helpdesk has, and which could be fitting for the purposes of the IIPO (see curated resources above).

## 3.2 Interaction with innovation actors

In close collaboration with other activities carried out under WP5 on sustainability support, market analyses and investment readiness, the IIPO has organised numerous exchanges with key innovation actors in the EU space ecosystem. A brief summary of these exchanges is presented below.

### 3.2.1 EU institutions

Representatives of the IIPO have frequently met with Market and Innovation officers from EUSPA, explaining the work of the IIPO in support of EU EO solution developers and discussing ways in which this support can be optimised, especially in conjunction with activities carried out by EUSPA. A concrete example of such a path is related to supporting so-called EU space “rising stars”, i.e. companies with an implied valuation of €30m and a series-A round performed. Representatives of the IIPO have held multiple discussions with EUSPA and EIB on this subject. In addition, the IIPO has continued discussions with DG RTD focussed on better understanding the available or planned tools supporting EU R&D projects (e.g. Horizon Results Booster <https://www.horizonresultsbooster.eu/>) and where synergies could be created. Finally, the IIPO has exchanged with the officers from DG DEFIS overseeing the CASSINI programme, in an effort to understand planned activities, collect information and position the offering of the IIPO going forward.

### 3.2.2 Innovation support actors

Further to institutional actors, the IIPO has engaged stakeholders involved in providing innovation support across Europe. This includes several investors (with information feeding into the Investment and Funding landscape Navigator - <https://sustainability.e-shape.eu/investment-funding/> and the Investment Readiness Programme); acceleration and incubation programmes (incl. from Portugal, Netherlands, Denmark, Belgium, Germany and Greece) and umbrella organisations (e.g. Climate-KIC, Space Cooperative Europe - <https://spacecoop.eu/>). All these interactions help to (i) raise awareness on the current offering of the IIPO and the Sustainability Booster as a whole, (ii) hone the proposition so that it brings maximum value to intended audiences and in conjunction with ongoing activities.

## 4 FEEDBACK FROM PILOTS DURING SPRINT 2

In the reported timeframe, WP5 representatives have been in contact with the e-shape pilots as part of Sprint 2 (to evaluate approach, progress, and support needs in particular with challenges 11, 12, and 13) but also in relation to preparation of deliverables (i.e. the Sustainability or Business Plan per pilot). This process has yielded rich discussions that feed back into all components of the Sustainability Booster including the IIPO. Whilst the interaction is still ongoing, some preliminary patterns can be seen:

- **Market sizing, entry:** Several pilots have sought advice with regards to how to perform robust market sizing, beachhead market identification and market entry strategies.
- **Internationalisation:** Both generic (e.g. awareness of international markets that might be ripe for certain solutions) and specific (e.g. contacts of people in public sector bodies) queries have been raised.
- **Business Planning support:** There are different levels of familiarity and readiness when it comes to developing a solid business plan (or equivalent for those pilots not seeking to commercially exploit their solutions). As this is an ongoing process, culminating in August 2022 the IP and Innovation related aspects of business plans may be further brought up in the coming months.
- **IP related questions:** So far specific questions on IP related matters have been rare. This can be attributed to the fact that many of the pilots do not plan to commercially exploit their

solutions or, for those that do, that they have either not been there yet, or that they have this covered on their own means.

- **Investment and funding:** Several pilots have raised questions around investment and funding but mostly, so far, in relation to public sources. In view of that, the investment readiness programme has shifted activities to later stages of the project to match the level of maturity of pilots and thus their demand.

It is expected that in the process of finalising their business plans or sustainability strategies, pilots will require additional support from WP5 including aspects that fall within the remit of the IIPO. This dynamic is already in place with weekly exchanges taking place. The results of this process shall be reported in the upcoming (final) annual reports.

## 5 NEXT STEPS AND PLANNED ACTIVITIES

The services of the e-shape IIPO will continue their gradual roll-out matching demand within the project, first and foremost, but also outside of it (e.g. in the EuroGEO community). As of May 2022, promotion of the content of the IIPO (and the Sustainability Booster as a whole) will be further intensified. Feedback collected by the pilots will be used to fine-tune the IIPO offering so that it can provide meaningful support towards the KPIs tied to Objective 4 of e-shape, i.e. *“Enable the long-term sustainability of the numerous pilots, their penetration in public and private markets and support their upscaling”*. In that regard, the e-shape IIPO stands ready to support the pilots with a complete<sup>1</sup> action around IP and Innovation support for each of them. In the last year of the project, the focus for e-shape will be two-fold: (i) continuing to follow closely pilots in their sustainable development, by implementing the plan presented in D5.18 and D5.25, and helping to tackle issues through this period; (ii) opening up and providing support to the broader EO community beyond e-shape.

In this timeframe, the IIPO will continue its collaboration with the EU IP Helpdesk organising – as already planned – a 2<sup>nd</sup> webinar focussed this time on IP commercialisation. Moreover, in close link to the other components of the Sustainability Booster, the IIPO will seek to bring new knowledge on investment and innovation related topics.

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<sup>1</sup> Complete here refers to the full process from raising the issue in passive mode to providing support in both passive and active mode.

## 6 ANNEX – TECHNOLOGY TRANSFER IN THE EO SECTOR IN EUROPE

### SUMMARY AND RECOMMENDATIONS – DAY 2, Invited event “Technology transfer in the EO sector in Europe”

**Session:** Invited event “Technology transfer in the EO sector in Europe”

**Rapporteur:** Stefka Domuzova (Evenflow)

#### Points of discussion

*Webinar: Technology Transfer – Dr Christian Hackl (IP expert, European IP Helpdesk)*

*The goal of this webinar is to introduce participants to key elements and concepts in the domains of knowledge and technology transfer.*

- *Technology transfer is a complex process that involves many non-scientific and non-technological factors, and many different stakeholders. Good or high-quality research results are not enough for successful technology transfer; general awareness and willingness both at the level of organisations and individuals, as well as skills and capacity related to specific aspects, such as access to risk finance and intellectual property (IP) management, are also necessary components.*

*Webinar: Intellectual property and innovation in the Earth Observation sector - The case of e-shape’s IP and innovation office - Lefteris Mamais (e-shape project; Co-Founder and Director, Evenflow)*

- *The e-shape IP and innovation office will be presented. The IIPO is in charge of assisting the e-shape pilots, and on broader terms, the EO community with the IP, legal, and innovation queries they encounter on the way towards a commercial exploitation of an EO product/service. The main issue is how to address the hurdles encounter on their way to commercialising. This is tackled with the office, which provides innovation and IP support (passive: reports, guidance, sources; and active: on-demand services) tailored to the specificities of the EO market.*
- *Q: What is the IIPO?*  
*A: The e-shape IP and innovation office, is in charge of assisting the e-shape pilots, and on broader terms, the EO community with the IP, legal, and innovation queries they encounter on the way towards a commercial exploitation of an EO product/service.*

*Q: Why do we need the IIPO?*

*A: To support services and products on their way to the market. This is a common problematic for start-ups and research institutes (among others). In particular, the IIPO combines EO and IP and innovation experts, allowing tailored advice to the EO industry and its specific aspects (strong R&D component, cross-border applicability (or replicability) of the solution, the predominant use of software-based solutions relying on open-source licencing, etc.).*

*Q: What is the support provided by the IIPO to e-shape pilots?*

*A: The IIPO is open for providing on-demand support to pilots within the e-shape Sustainability Booster, including guidance with the business planning, instructions and best practices on how to protect intellectual property before, throughout, and after commercialisation.*

*Q: What is the support provided by the IIPO to the larger EO community?*

A: The IIPPO has published openly accessible materials (accessible at <https://sustainability.e-shape.eu/iipo/>) such as general guide into innovation and IP for various stakeholders, common FAQs on the same topics, as well as regularly published case studies.

**Key policy-relevant messages** relevant for the evolution of EuroGEO

Identify and shortly summarise key policy-relevant messages (3 to 5) explaining "why" and "how".

*The EO community (and predominantly research institutions, start-ups, and research and innovations projects) often struggle to commercialise their solutions. The provision of advice and awareness raising itself, could help them overcome these. Different means can be employed to reach the goal: using already existing and freely accessible available services (e.g. the European IPR Helpdesk), or receiving IP innovation and tailored for the EO the sector (which is the role of the e-shape IIPPO).*