



EuroGEOSS Showcases: Applications Powered by Europe

D5.23

**Final Annual Report on IP and Innovation Office
(Draft)**



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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 draft version of the Final Annual Report on IP and Innovation Office, we look at the activities carried out since the previous report (M36). More precisely, in the following pages, we look back at the continuous fine-tuning of the IIPO website content to stay relevant along the project for the e-shape pilots (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 under e-shape and beyond (chapter 5).

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S4	Under preparation		



TABLE OF CONTENTS

ABSTRACT	2
TABLE OF CONTENTS	5
LIST OF FIGURES	5
1 INTRODUCTION	6
2 IIPO WEBSITE CONTENT	6
3 INTERACTIONS WITH KEY STAKEHOLDERS	8
3.1 E-SHAPE AT GEO WEEK	8
3.2 E-SHAPE AT EUROGEO WORKSHOP 2022.....	9
3.3 WEBINAR ON E-SHAPE CAPACITY BUILDING: COMMERCIALISATION OF THE INTELLECTUAL PROPERTY.....	9
4 FEEDBACK FROM PILOTS DURING SPRINT 2	9
5 NEXT STEPS AND PLANNED ACTIVITIES.....	10
6 ANNEX – WEBINAR ANNOUNCEMENT.....	11
7 ANNEX – WEBINAR OUTCOMES	12

LIST OF FIGURES

Figures:

Figure 1: User statistics Sustainability Booster website, users since April 2022	6
Figure 2. Innovation and IP stories	7
Figure 4: Example slide of the e-shape / Sustainability Booster presentation at GEO Week	8

DEFINITIONS

Challenge 11: Carry an action to boost the sustainability of Pilot

Challenge 12: Increase the number of operational integration into user workflows

Challenge 13: Improvements in sustainable uptake and exploitation of Pilot in different markets

1 INTRODUCTION

The overall aim of WP5 is to enable the long-term sustainability of the e-shape Pilots, their penetration in public and private markets and to support their upscaling.

This report builds upon D5.18 – 3rd Annual Report on IP and Innovation Office which was delivered in M36 and describes the developments pertaining to the IIPPO website page since then, including notable results from the operational stage as well as upcoming developments within each of the Sustainability Booster’s core components. Feedback collected by pilots in the context of Sprint 2 interactions.

The managing team has put 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 IIPPO’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).

Chapter 5 concludes with a summary of next steps of concrete actions for scaling the IIPPO on-demand support to the e-shape Pilots, the continuous collaboration with the EU IP Helpdesk as well as further actions to secure the long-term sustainability of the IIPPO page itself.

2 IIPPO WEBSITE CONTENT

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

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

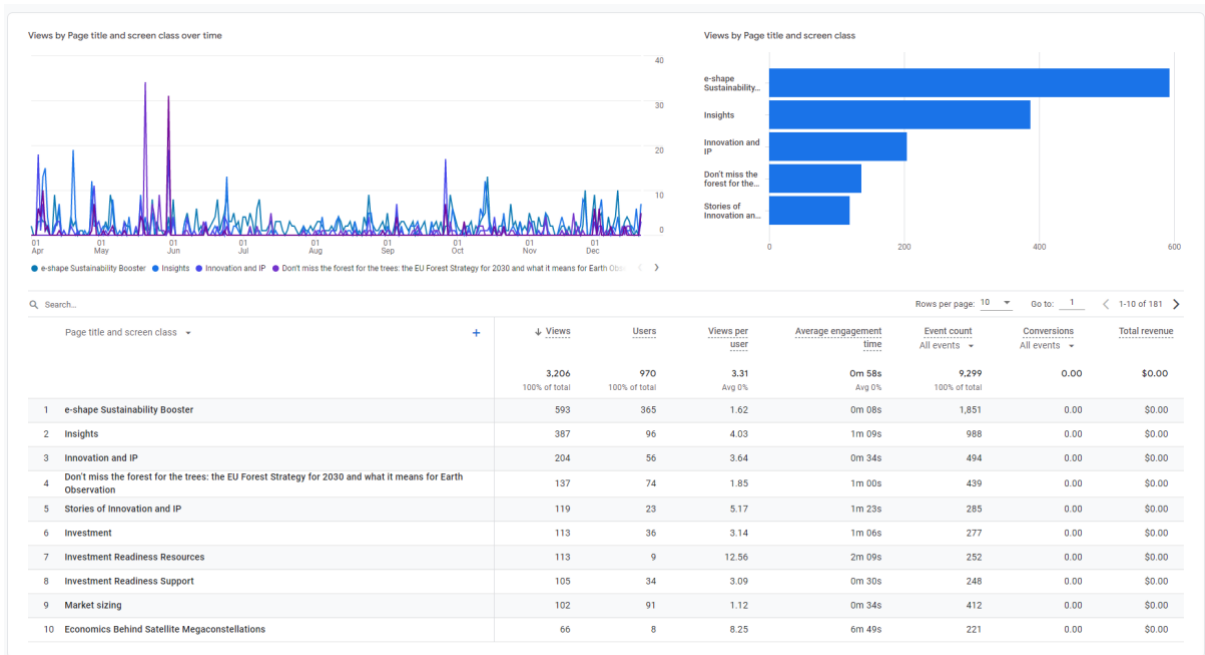


Figure 1: User statistics Sustainability Booster website, users since April 2022

Since April 2022, the IIPO section was visited 204 times, which adds up to 439 times since the launch of the relaunch of the website. During the finalisation of the Final Business Plans and one to one interaction will all the 36 Pilots with regard to the Sprint 2 challenges 11-13, the Evenflow team discussed the particular IP consideration of the Pilots (or the lack of such due to premature development of the Pilot).

During the period reported in this deliverable, these are the following updates concerning the IIPO page and materials:

IIPO page structure | The IIPO page structure was not changed due to its ease-of-use and positive feedback received from the Pilots.

- **From idea to prototype:**
- **From prototype to market-ready service**
- **From market-ready service to sustainably generating revenues**
- **From a few paying customers to many**

Innovation and IP stories | IIPO offers insight into situations that EO solution developers can find themselves into. The series of Innovation and IP stories has been updated. In addition to the “IP goes to market”, “Market sizing” and “Market Horizons”, two more articles have been added: “Going Global, yet Going Safely” and “The importance of intellectual assets when estimating the value of a company”. The content of this part will be continuously enhanced until the end of the project, trying to ensure increasing depth and wider perspective so that we can capture the reality of actors developing EO solutions.

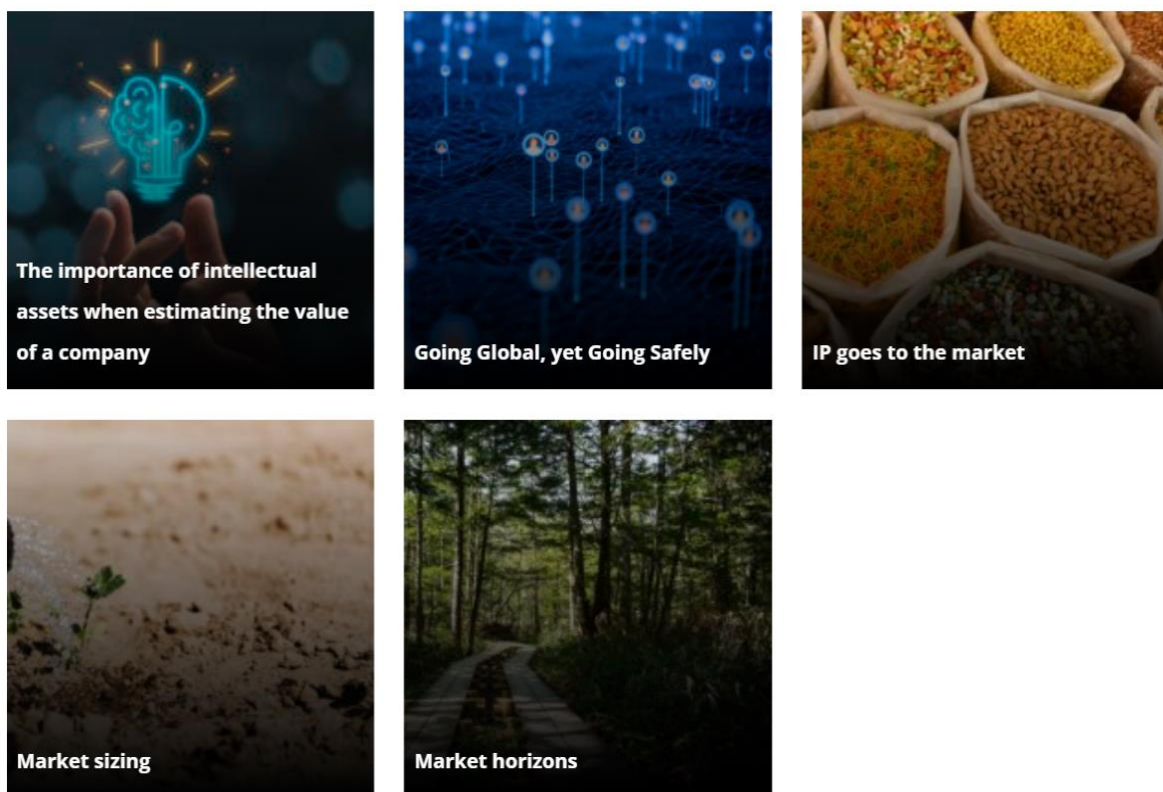


Figure 2. Innovation and IP stories

FAQ page | 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:

- **IIPO:** What is the IIPO 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.

Curated resources | The selected resources developed by relevant actors and made available on its online environment have been updated in the aftermath of one-to-one discussions with Pilots in order to fully address their needs.

3 INTERACTIONS WITH KEY STAKEHOLDERS

In the period M37 - M43 the IIPO has continued to include various innovation actors in dialogues to the benefit of e-shape and its pilots. Dissemination work on e-shape had been performed at various events. This includes e.g. GEO Week 2022 on the theme of “*Global Action for Local Impact*” and various interventions at EuroGEO Workshop 2022.

Additionally, an upcoming event on e-shape Capacity Building will be held on 19 January 2023 and will provide insights about the Commercialisation of the Intellectual Property.

3.1 e-shape at GEO Week

The presentation of Daire Boyle (Evenflow) at the GEO Week focused on e-shape, which has particular relevance to GEO because of its role in the establishment of [EuroGEO](#). Daire presented e-shape as the Europe-specific element of the GEO ecosystem which aims to combine existing and future European EO assets, initiatives, and applications to support governments in decision making, boost innovation and improve the lives of European citizens.

Sustainability Booster

- Market & Product**
 - Market intelligence support
 - Product-market-fit & pivoting support
 - Business development & sales support
 - Customer diversification support
 - Internationalization support
 - Branding & marketing support
- Business & Innovation**
 - Business plan support
 - Financial planning and forecasting
 - Cost-benefit analysis
- Legal & IP**
- Investment and Funding**
 - Equity fundraising strategy support for start-ups & SMEs
 - Deal flow and start-up screening support for investors
 - Due diligence support for investors
- Space Tech Valuation Tool**
 - A SaaS-based company analysis and valuation solution combined with expert verification, providing a 360-degree view of your space tech company and give you an edge in your next fundraise
 - Proven in deep tech, now tailored to space tech
- Investment Landscape Navigator**
 - Use our database to find suitable funding opportunities for your start-up, identifying investment possibilities based on your product-market-fit and traction, size of your fundraise, geography, sector, etc.

More launching soon!

Figure 3: Example slide of the e-shape / Sustainability Booster presentation at GEO Week

3.2 e-shape at EuroGEO Workshop 2022

The EuroGEO workshop was the occasion for the Sustainability Booster team to organise sessions on innovation management (including the subjects of commercialisation and user involvement in the different development stages of EO solutions). The presence of the wider EuroGEO community allowed for a number of interventions on IPO-related subjects and the exchange of good practices with experts from e.g. other funded projects.

3.3 Webinar on e-shape Capacity building: commercialisation of the Intellectual Property

In close collaboration with the European IP Helpdesk and EARSC, a webinar has been developed to be held on 19 January 2023 about the commercialisation of Intellectual Property.

This event was organised for the EuroGEO community and specifically for e-shape pilots. It took place as an interactive event and will provide an overview of the key aspects in the field of intellectual property licensing, including negotiation tips and legal traps. More information about the event is presented in the Annex 6 and Annex 7.

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 the approach, progress, and support needs, particularly with challenges 11, 12, and 13) but also concerning the preparation of deliverables (i.e. the Final Sustainability or Business Plan per pilot). After having video calls with all the 36 e-shape pilots and supporting them in developing their Final Sustainability Plan, WP5 drew the following conclusions related to their IPO preparedness and needs:

- Most of the pilots (19 out of 36) do not plan to commercialise their product or service after the end of the project, as most of them are funded by public institutions. Five out of 19 pilots plan or already have an IP patent due to the nature of the pilot's partnership. The rest of the pilots plan to continue their activity after the end of the project and let the service or product be open source.
- Seventeen e-shape pilots plan to commercialise their product or service after the end of the project, from which only seven pilots do not have nor foresee applying for an IP patent due to several reasons: difficulty patenting certain types of algorithms or models, e.g., software-based data-analysis procedures are impossible to patent, the pilot is the leader in its market and does not foresee IP threats, etc. For those ten pilots, they covered IP-related issues by their means.
- All the pilots are cognizant that they can receive support from Evenflow on their IPO-related problems under the scheme of the Business Support Services.

Further developments will be reported in the upcoming (final) annual reports.

5 NEXT STEPS AND PLANNED ACTIVITIES

The services of the e-shape IIPPO 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). Evenflow in collaboration with the European IP Helpdesk ran its third Capacity Building webinar on the 19th of January 2023.

The Sustainability Booster team will continue to maintain and extend their online knowledge repositories, seeking to bring new knowledge on investment and innovation-related topics and further intensify their promotion across different social channels. The e-shape pilots will continue receiving fine-tuned IIPPO support to help them in their innovation and commercialisation efforts.

Established under e-shape, the IP & Innovation services will be part of a sustainable business activity of its own, offering a wide range of legal and IP-related advice to (pre-)start-ups but also other stakeholders. This includes curated knowledge resources as well as on-demand advice with regards to subjects such as the protection of IP, the development of agreements among consortium partners for post-project exploitation and legal perspectives around, for instance, spin-off establishment, incorporation of a company in other countries, etc. All activities undertaken in this regard are carried out by IP/legal experts (an IP lawyer working for Evenflow) and in collaboration with key stakeholders on the European scene (e.g. EU IP Helpdesk). Within e-shape, these services continue to be tested with pilots to benefit from them. Beyond e-shape, the Sustainability booster strives to continue to do so for the wider EO community and beyond.

6 ANNEX – WEBINAR ANNOUNCEMENT



e-shape Capacity Building: Commercialisation of the Intellectual Property

When: 19th January 2023 at 14:00 CET, duration 1h00 + 15 minutes (Q&As)

Where: Online, **register here by 16th January COB:**

<https://us02web.zoom.us/join/register/tZYpd-CvpzspGNYbyzePoMXIzqmzljOHKaVj>

Agenda:

14:00 Introductory words by Nico Thom (Evenflow)

14:05 Presentation by Dr Christian Hackl from [TUM-Tech](#) Munich

15:00 Questions & Answers

Description:

e-shape IP and Innovation Office (Evenflow) together with IPR Helpdesk and EARSC would like to invite the EuroGEO community and specifically e-shape pilots to a third webinar on the commercialization of intellectual property.

IP commercialisation means **turning ideas into a business** by transforming an idea or invention into an object to buy and sell. The webinar will provide an **overview of key aspects in the field of intellectual property licensing**, including **negotiation tips and legal traps**.

This will be the **third event** and will build upon previous webinars on intellectual property and its protection: "[Technology transfer in the EO sector in Europe](#)" and "[Introducing EO open license compliance and challenges for the e-shape pilots](#)".

This webinar will be an interactive event, using polls and engaging the audience who'll learn the **answers to the following questions:**

- What is a **license agreement** and when should it be used?
- What are the main differences between a license agreement and other contracts? ([assignment](#) and distribution agreement).
- What are the options for the **patent owner** to take advantage of a patent?
- Are there **more options for an SME than to build a product (based on IP) and sell it?**
- When does licensing make sense?
- Best practice case studies in technology licensing

For any questions do not hesitate to contact Ruuta Skujina at ruuta@evenflow.eu.

7 ANNEX – WEBINAR OUTCOMES

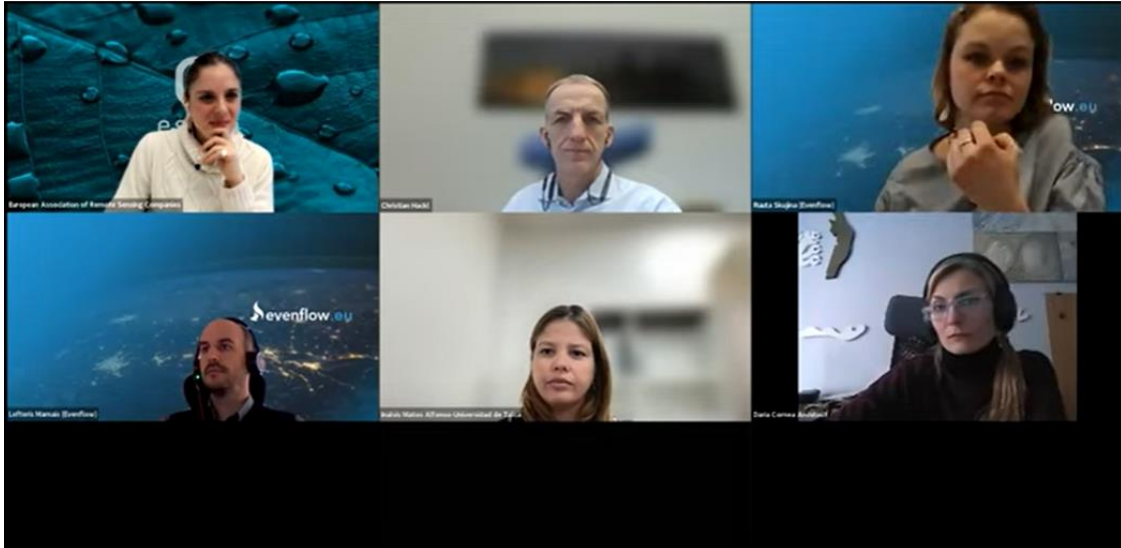
The webinar was successfully ran in collaboration with the EC IP Helpdesk with an attendance of 90 participants coming from a wide range of backgrounds and sectors such as private companies (LIDL, eMAG, etc.), research and governmental institutions, including the Mexican Space Agency, Turkish Patent and Trademark Office, EU-Japan Centre for Industrial Cooperation, university staff from all around Europe and European research projects representatives.

The webinar is accessible to the public on the e-shape’s YouTube channel and can be found here: <https://www.youtube.com/watch?v=GRNIOCZEmmw>. Below there are several snapshots from the webinar.

The slide features a dark background with a globe and network lines. The main title is in yellow and white. A date and time box on the left indicates the event is on 19 January 2023 at 14:00 CET, online. A list of instructions for participants is shown in a dark box with icons: use full name and organisation, use camera, use chat for questions, and the webinar will be recorded. Logos for European IP Helpdesk, evenflow, and EARSC are at the bottom left. A URL for helpdesk services is at the bottom right. A small video inset of a speaker is visible in the bottom right corner of the slide.

The EC IP Helpdesks





Thank you!

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