



EuroGEOSS Showcases: Applications Powered by Europe

**D5.26**

## **Final 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 e-shape IP and Innovation Office (IIPO)**. Managed by a combined team of IP, Innovation, and EO experts, it constitutes an online resource targeting the EO sector specifically, through which Pilot partners can get access to IP and innovation support. The support is provided in the form of curated information but also through on-demand services actively promoted among e-shape Pilots with the dedicated team ready and available for such requests.

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.

The Final Annual Report on IP and Innovation Office summarises the activities carried out since the third annual report (D5.18, 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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AUTHORS, REVIEWERS			
AUTHOR(S):	Nico Thom (EVF), Georgeta Galusca (EVF), Lauriane Dewulf (EVF)		
AFFILIATION(S):	Evenflow (EVF)		
FURTHER AUTHORS:	Eleftherios Mamais (EVF)		
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## 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 – 3<sup>rd</sup> Annual Report on IP and Innovation Office” (submitted in M36) and “D5.23 Final Annual Report on IP and Innovation Office (Draft)” (submitted in M44) and describes the developments pertaining to the IIPO as an online resource of information since then, including notable results from the operational stage as well as upcoming developments within each of the Sustainability Booster’s core components, and feedback collected by Pilots in the context of Sprint 2 interactions.

The task team has put continuous effort to improve and tailor the offering of the IIPO 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 and provide the “active” part (i.e. what individual Pilots or companies can request as part of tailored support).

Chapter 5 concludes with a summary of steps taken for scaling the IIPO 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 IIPO itself.

## 2 IIPO WEBSITE CONTENT

The IP and Innovation office offers a variety of content online via 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.

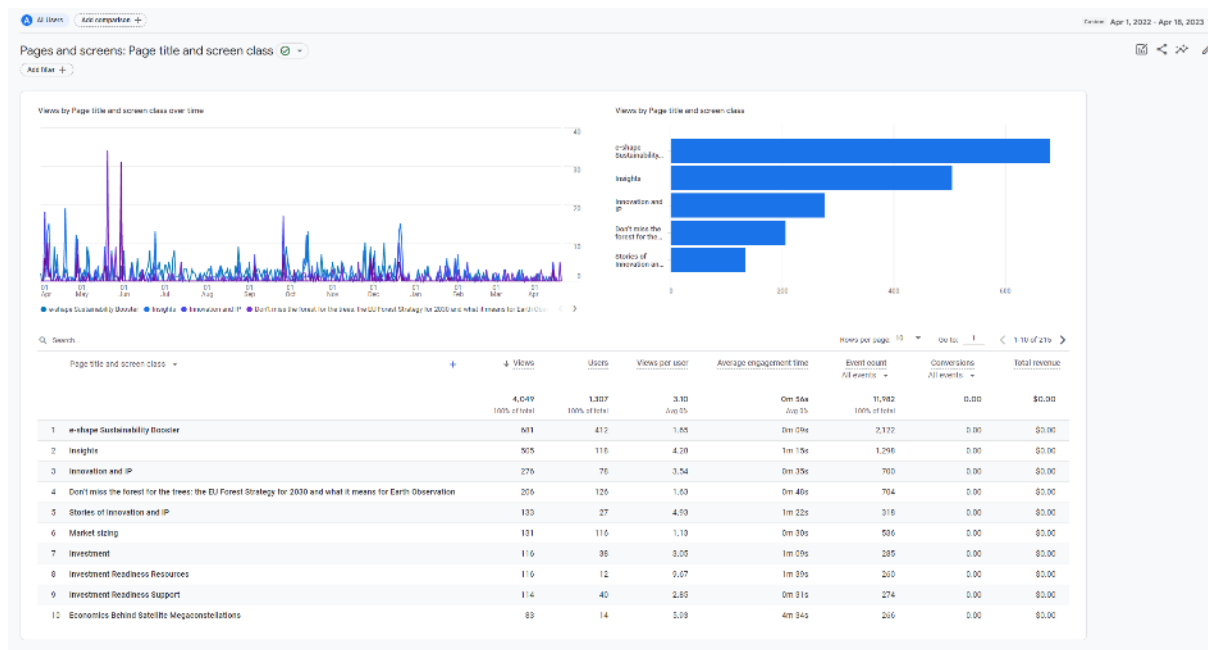


Figure 1: User statistics Sustainability Booster website, users between April 2022 and April 2023

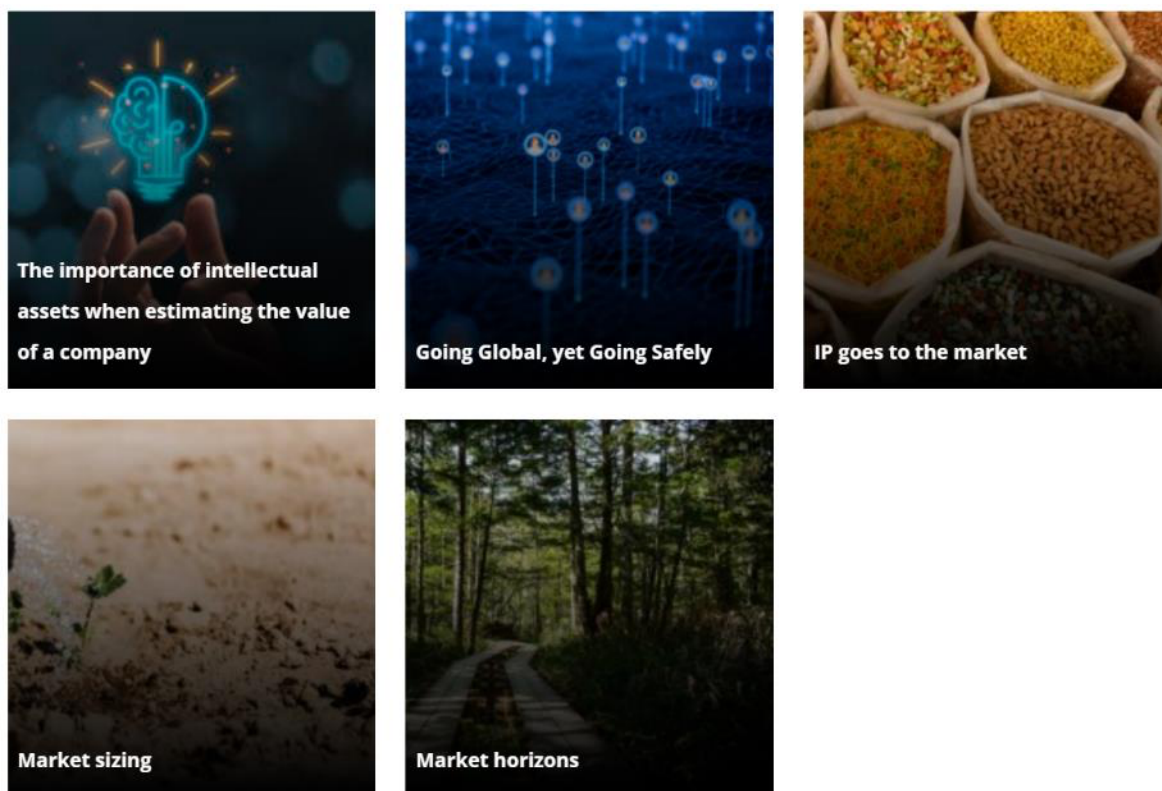
Between April 2022 and April 2023, the IIPO section was visited 276 times, which adds up to 511 times since the launch of the website. During the finalisation of the Final Business Plans and one-on-one interaction with all 37 Pilots in the context of Sprint 2 challenges 11-13, the Evenflow team discussed the particular IP consideration of the Pilots (or the lack of such due to assumed premature development of the Pilot or limiting factors).

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 maintained for 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 insights into situations that EO solution developers can relate to. The series of Innovation and IP stories has been updated in the pace of Pilots' maturing. 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".



**Figure 2. Innovation and IP stories**

**FAQ page** | The FAQ page provides an amalgam of questions and answers around topics raised by the e-shape Pilots during their interaction with WP5 and Questions and Answers 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.

A dedicated webform, fully compliant with GDPR rules, invited the submission of additional questions or requests for information or support.

**Curated resources** | The selected resources developed by relevant actors and made available via 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 - M48 the IIPD has continued to include various innovation actors in dialogues to the benefit of e-shape and its pilots. Dissemination work on e-shape was 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 Boile (Evenflow) at the GEO Week 2022 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 2022



### 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 IIP-related subjects and the exchange of good practices with experts from e.g. other funded projects.



Figure 4: Panel discussion during EuroGEO Workshop 2022

### 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 about the commercialisation of Intellectual Property](https://helpdesk.e-shape.eu/) has been developed, which was held on 19 January 2023.



Figure 5: Webinar on Commercialisation of IP

This interactive event was organised specifically for e-shape Pilots and open for the EuroGeo community. It provided an overview of the key aspects in the field of intellectual property licensing, including negotiation tips and legal traps.

## 4 FEEDBACK FROM PILOTS

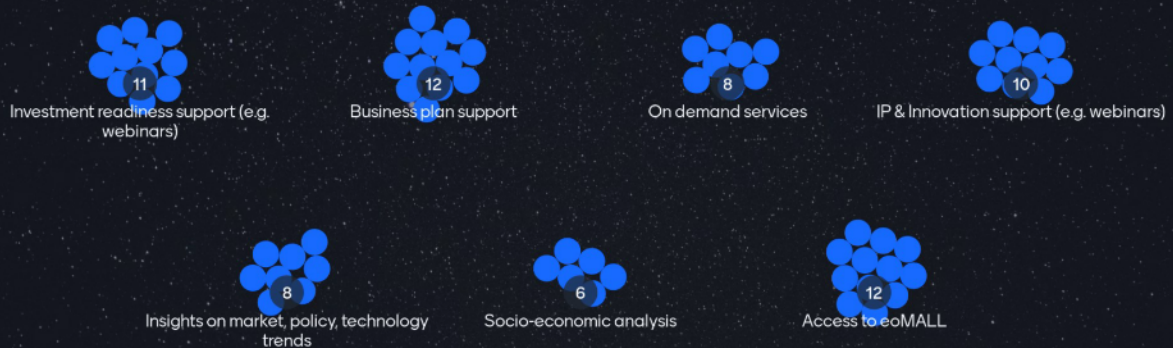
In the reported timeframe, WP5 representatives have been in contact with the e-shape pilots as part of Sprint 2 (to evaluate the approach, progress, and support needs, particularly with challenges 11, 12, and 13) but also concerning the preparation of deliverables (i.e. the Final Sustainability or Business Plan per pilot). After having video calls with all e-shape Pilots and supporting them in developing their Final Sustainability Plan, conclusions were drawn related to their IP preparedness and needs:

- Most of the Pilots (19 out of 37) do not plan to commercialise their product or service after the end of the project, as most of them are funded by public institutions with limited possibilities to do so. Five out of 19 Pilots plan or already have secured IP due to the nature of the Pilot's partnership. The remaining Pilots plan to continue their activity after the end of the project and to let the service or product become open source.
- 17 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 securing IP for 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. Ten pilots covered IP-related issues by their own means.
- All Pilots are cognizant that they can receive support from Evenflow on their IP and innovation-related challenges through the support mechanism offered under WP5. Five Pilots have utilised such on-demand support with positive feedback provided.

Further feedback has been collected during the final General Assembly of e-shape in April 2023, as depicted below. e-shape provided a unique opportunity to test services towards innovation and commercialisation support which are aimed to become a sustainable service offering of its own. The feedback received at the end of the tested approaches is valuable with regards to knowledge about (i) types of support in demand, (ii) willingness to pay, or (iii) communication efforts required to "sell" the services.

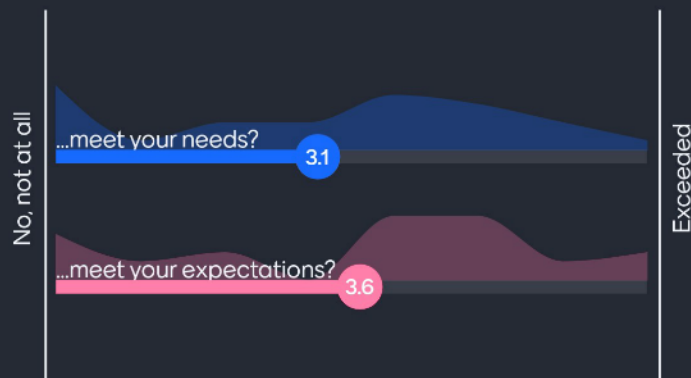
## Which components did you use?

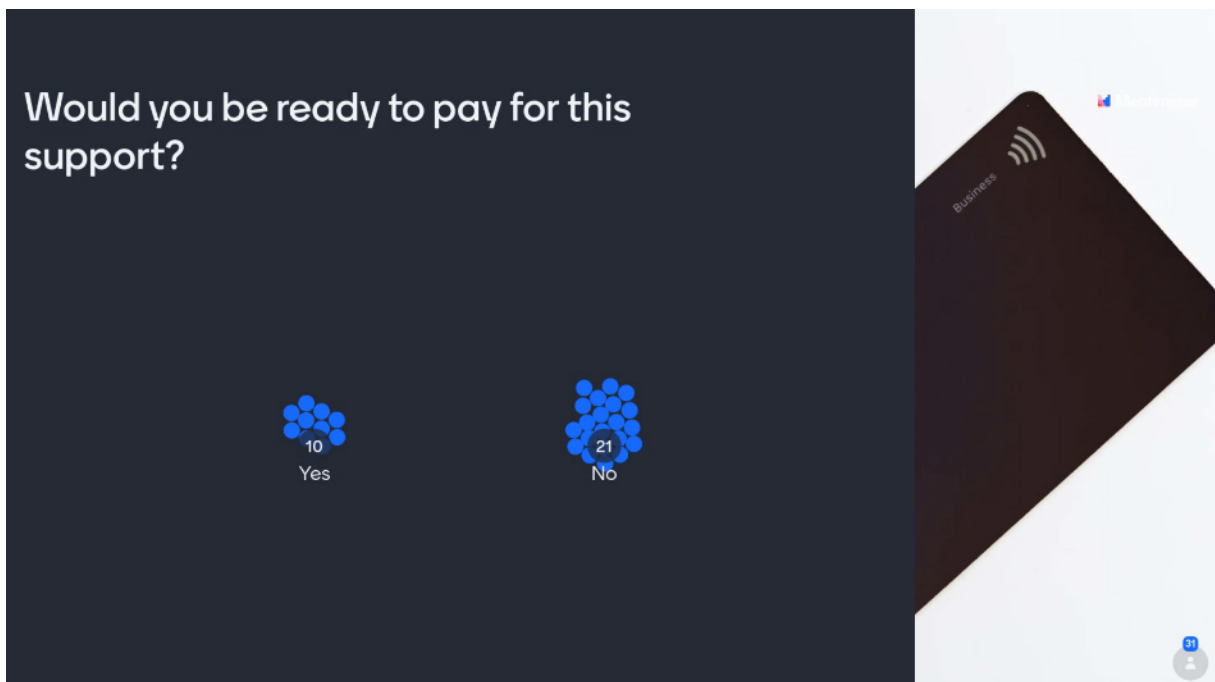
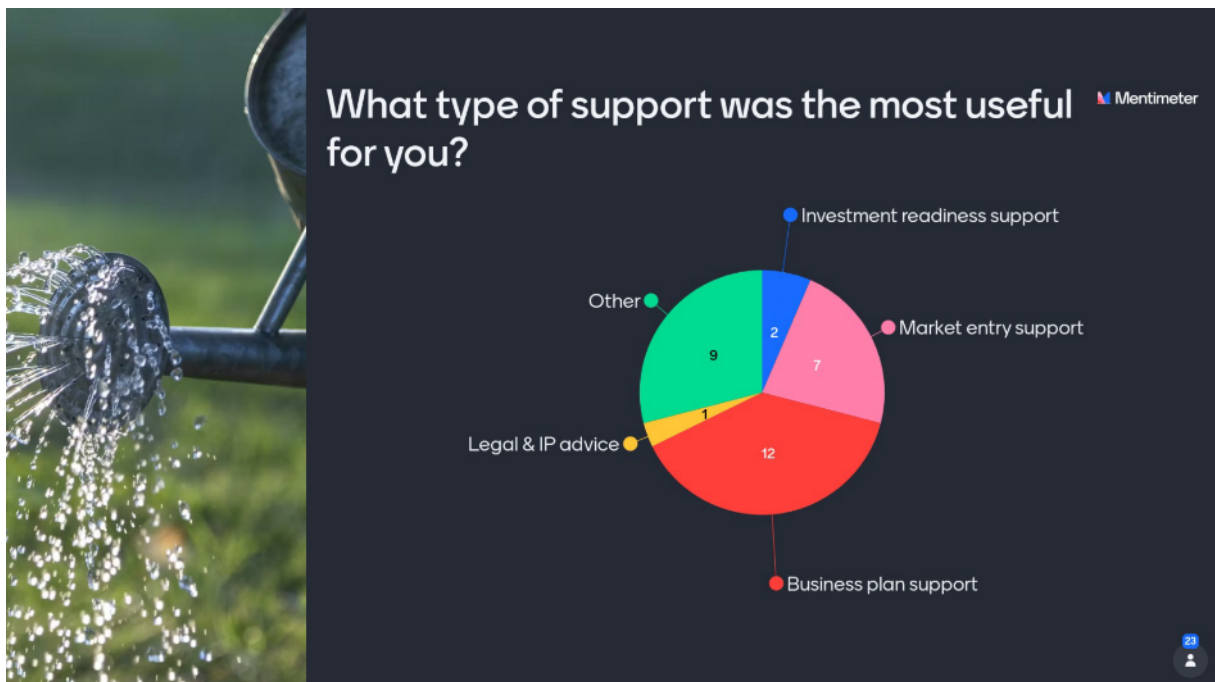
Mentimeter



## Did the received support...

Mentimeter





## 5 NEXT STEPS AND PLANNED ACTIVITIES

After successful implementation within e-shape which allowed testing the demand for different support services, the IIPPO will adapt and continue its offering also outside of e-shape as outlined in the Sustainability Booster Business Plan.

This will involve the maintenance and extension of online knowledge repositories, cooperation with experts in the IP and legal domain, and particularly the provision of services most demanded. 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 start-ups and SMEs in the EO domain and beyond (i.e. broader upstream and downstream space sector), but also institutional and other actors. 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 innovation and IP/legal experts and in collaboration with established organisations and institutions.

With the end of e-shape in April 2023, the launch of commercial Sustainability Booster services under a dedicated brand and with a portfolio of additional services is planned for June 2023.