

# START:IP

from patent to market



## 1 WHAT IS START:IP ABOUT?

**START:IP** is a European marketplace for cutting-edge technologies from academic and industrial R&D organised by **INITS**, Vienna's High Tech Incubator. The goal is to bring **technology providers** and **technology seekers** together to **initiate collaborations** in which **marketable products or services** can be developed.

## 2 HOW DOES START:IP WORK?

**Technology providers** nominate their **technologies** to be **presented** to **technology seekers**.

As a **technology seeker** (entrepreneur, company representative, or investment manager) you can indicate your **industry and technological preferences** by completing a short and easy to answer **questionnaire**. Based on this information you will receive **concrete technology proposals matching your profile**. On request, we will then put you in **contact** with the **principal scientist**.

On the other hand, if your **company's patent portfolio** happens to **include technologies** that are commercially promising but do **not fit** the **strategic positioning**, **START:IP** provides an **opportunity** to **identify** interested **licensees**.

## 3 WHAT DOES THE PROCESS LOOK LIKE?

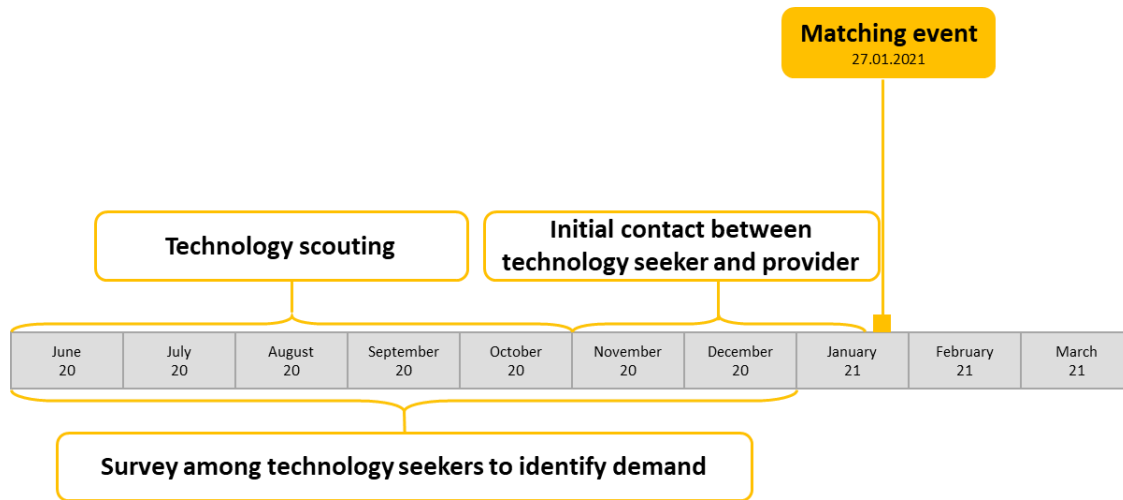
**START:IP** starts with the above mentioned **questionnaire** among **technology seekers** to identify their specific **search profiles**. Subsequently, we reach out to **universities** and **companies** to **scout** for **appropriate technologies**. As soon as we have identified **technologies matching your preferences**, we will get in **contact** with you and set up an **initial meeting** between **technology seeker** and the **principal scientists**.

The **Matching Event** on **27 January 2021<sup>1</sup>** is dedicated to **showcase** the participating **technologies** and **receive feedback** from experienced technology seekers. Complemented by an interesting

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<sup>1</sup> Depending on the COVID 19 situation the Matching event can also be held virtually in one day or as a series of shorter, multi-day online events.

supporting program, there will be plenty of time for **networking** with **entrepreneurs, company representatives, investors, scientists, and funding institutions.**



#### 4 WHAT IS THE FIRST STEP?

As a **technology seeker** the first step is the **completion of our [questionnaire](#).**

If you want to **commercialize** a **technology**, please contact **Mr. Markus Pietzka** (+43 699 14608070 or [markus.pietzka@inits.at](mailto:markus.pietzka@inits.at)) by **30 November 2020** the latest.