



NTNU

Realizing ideas

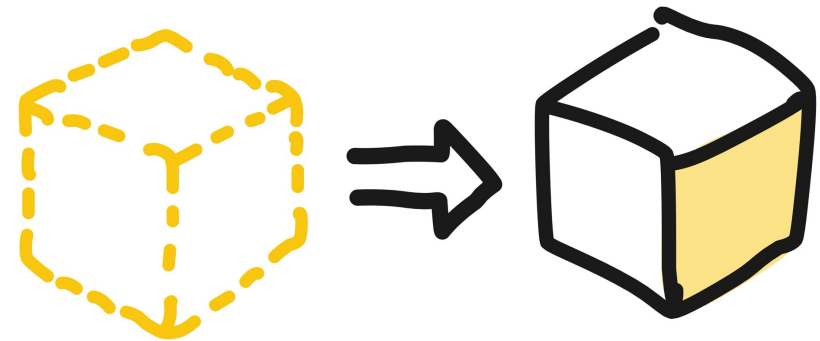
From idea to distributed innovation

Managing knowledge for a better world

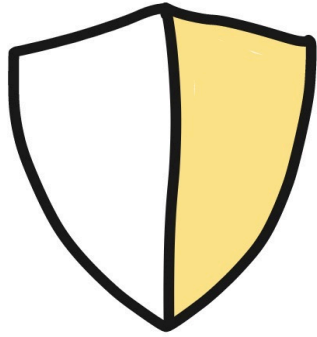
As a university, we have a responsibility to ensure that the knowledge we produce benefits society.

This is one of several modules describing how effective knowledge management supports NTNU's mission "Knowledge for a Better World".

[NTNU's IPR policy](#) is one of the tools we can use.

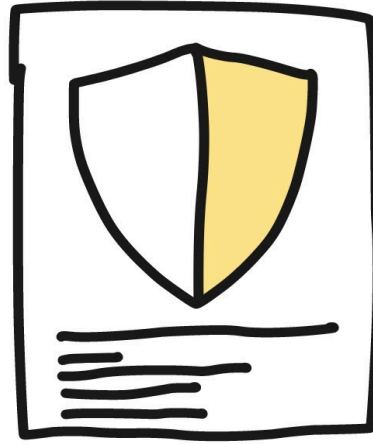


From knowledge to solution



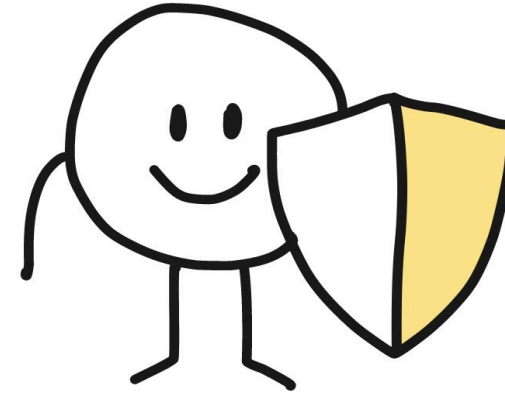
IPR

Intellectual property rights (IPR) are the formal rights related to the research, dissemination and innovation we produce at the university.



IPR policy

NTNU's rules and guidelines for safeguarding employees' rights in issues related to sharing, distribution and commercialization of the knowledge we produce.



Knowledge management

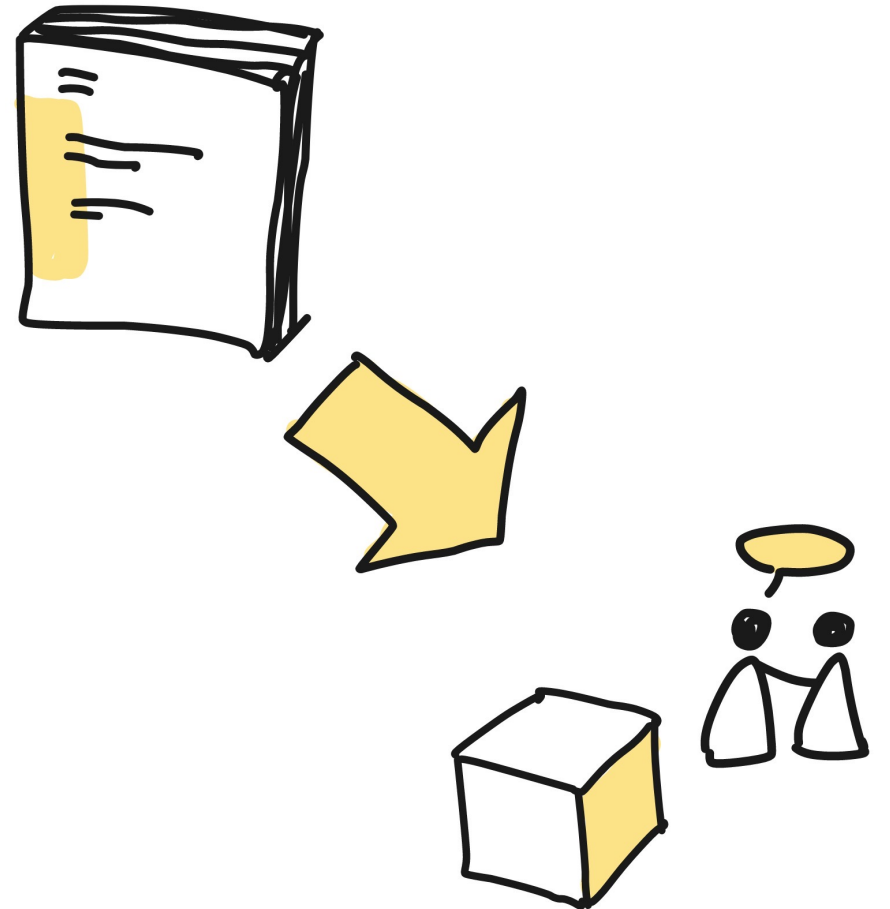
Use of IPR and other means to protect knowledge and share knowledge.

New, useful, utilized

NTNU's mission is to foster new knowledge and ensure it is put to good use.

Innovation can mean many things, but NTNU's main definition is that innovation is something new, useful and utilized.

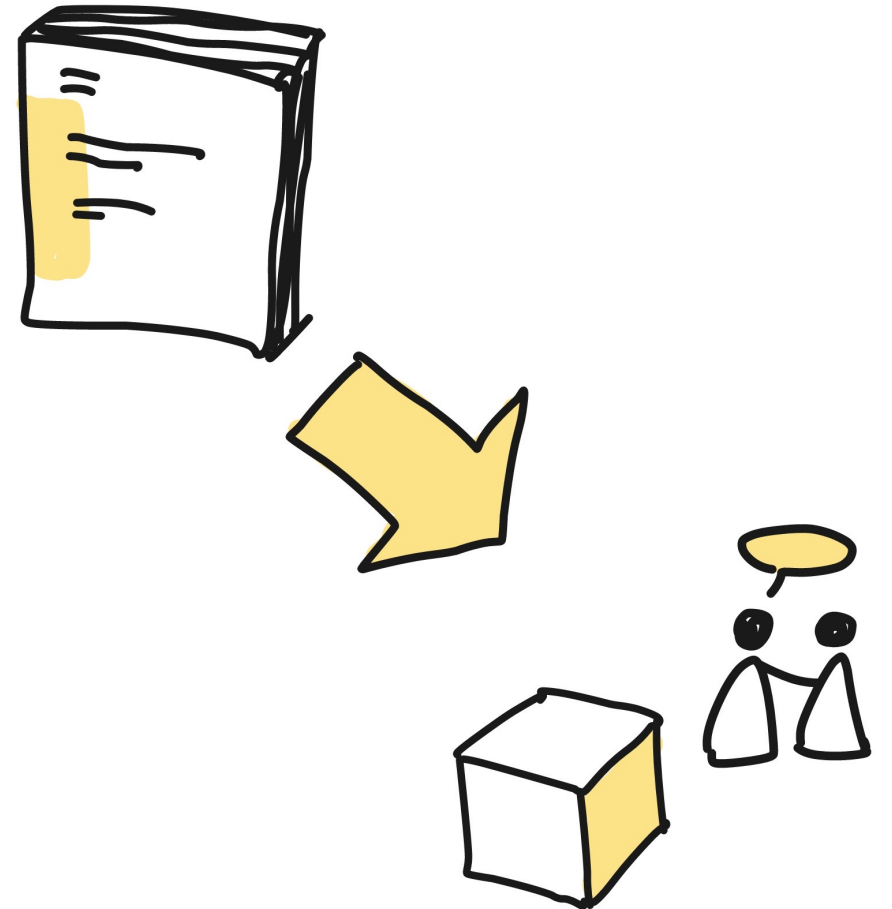
This could be anything from new teaching methods to software to concrete screws.



New, useful, utilized

For something to be an innovation, we need to get it out into society.

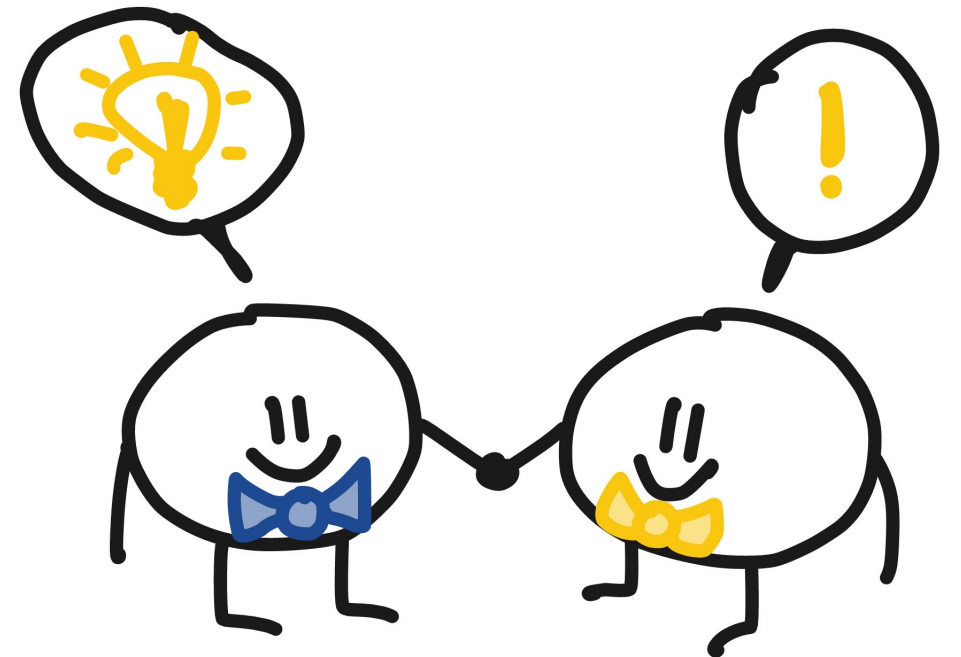
One way to do this is by commercializing new products and services based on research results.



NTNU Technology Transfer

NTNU Technology Transfer (TTO) is the university's main tool for IPR management and technology transfer to society and industry.

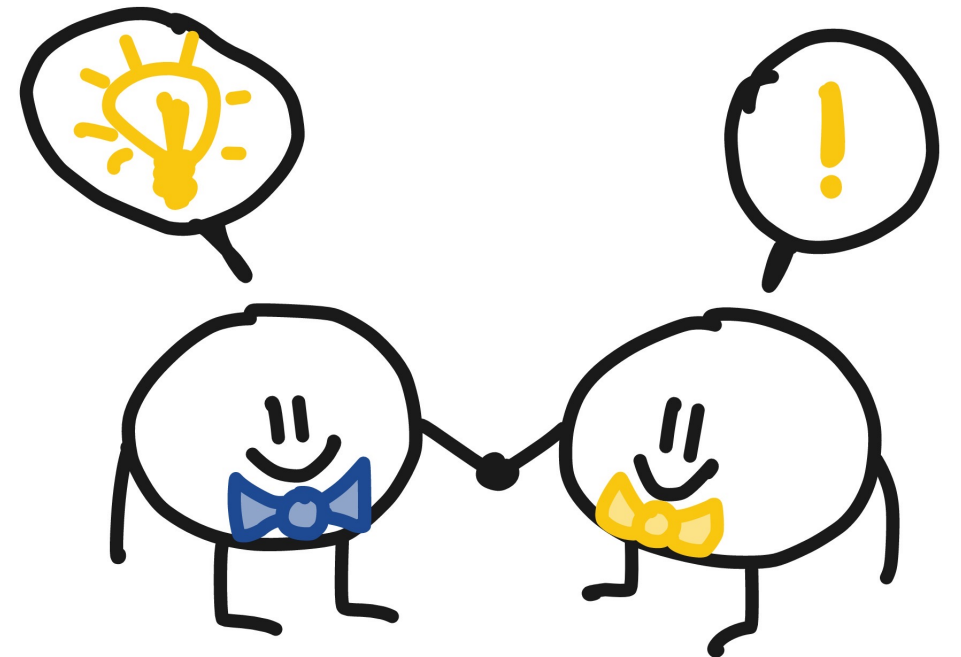
Commercialization can be time-consuming, challenging and expensive, but with good help, many things become possible.



Before you register an idea with Technology Transfer

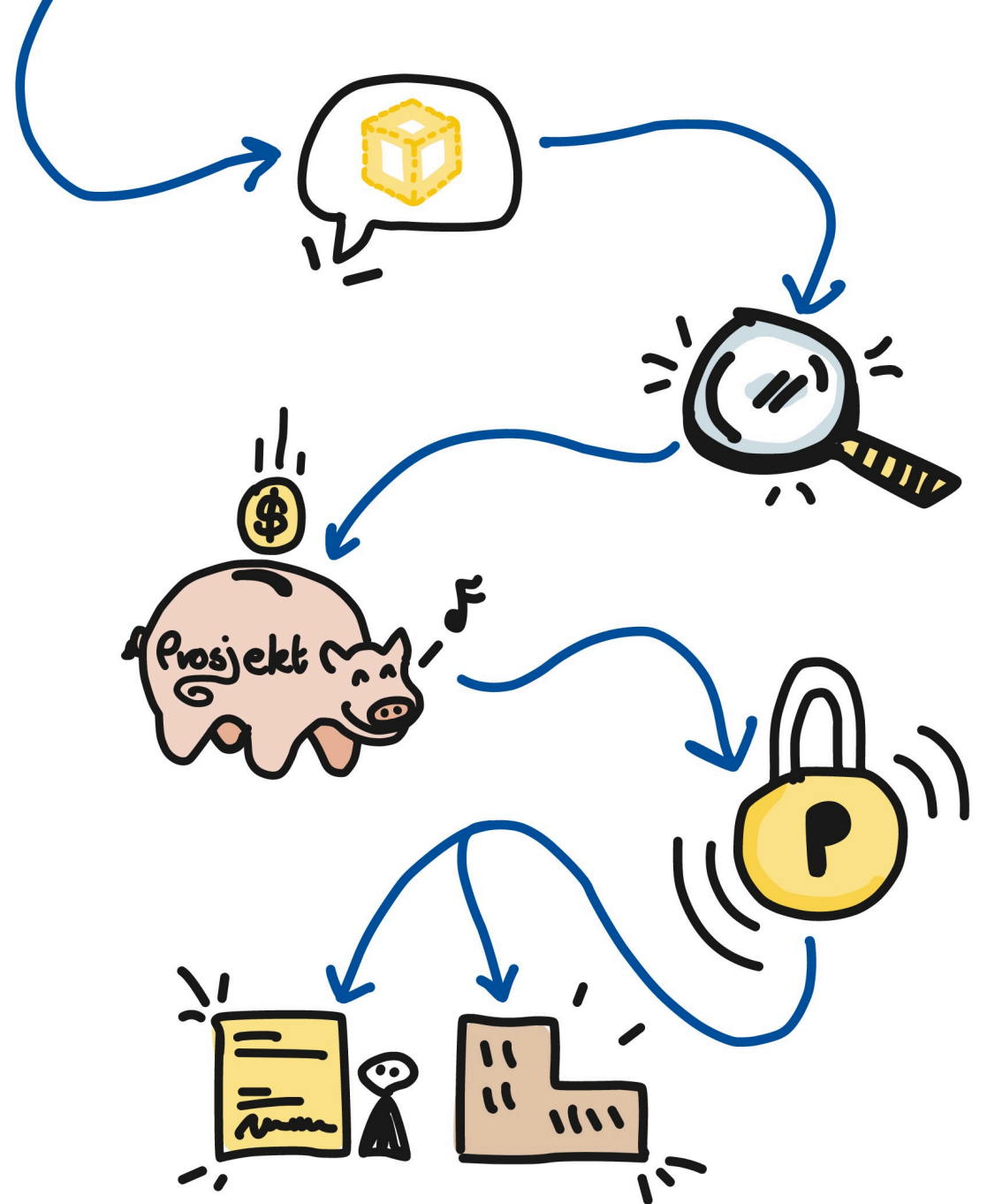
Commercialization is not the only way to ensure that ideas benefit society.

The head of your department, and perhaps an innovation manager, can help to evaluate which approach would be best for your idea.



The commercialization pathway has five steps

1. You submit your idea to the TTO and your department
2. TTO assesses the potential of your idea
3. Development and funding of the project
4. Patenting or other protection
5. Set up a spin-off company or licensing

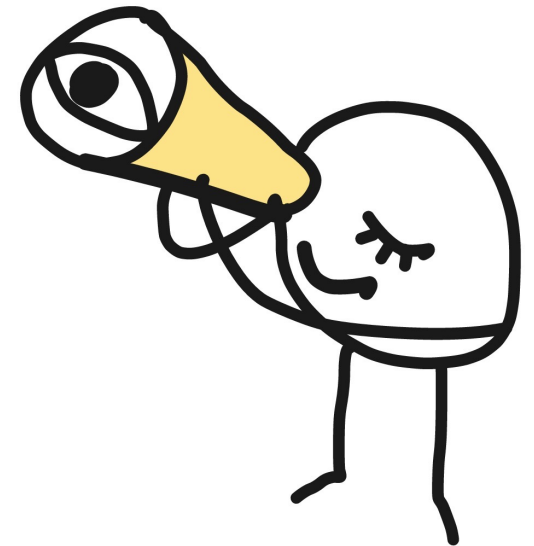
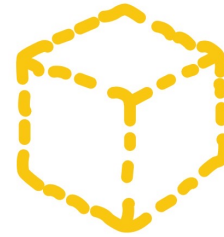


Submit good ideas

As an employee, you must submit ideas and results with commercial potential to the TTO and your department.

This helps ensure that good ideas are discovered as early as possible and can benefit society.

[Submit an idea](#)



Assessment of an idea

TTO assesses ideas based on how suitable they will be commercialization. If an idea is good, meets a need and has great potential as a commercialized product or service, it will be moved forward.

[Read more about the TTO's assessment of ideas](#)



Assessment of an idea

If TTO does not go ahead with an idea, the department or idea originator, for example, may choose to proceed on their own.

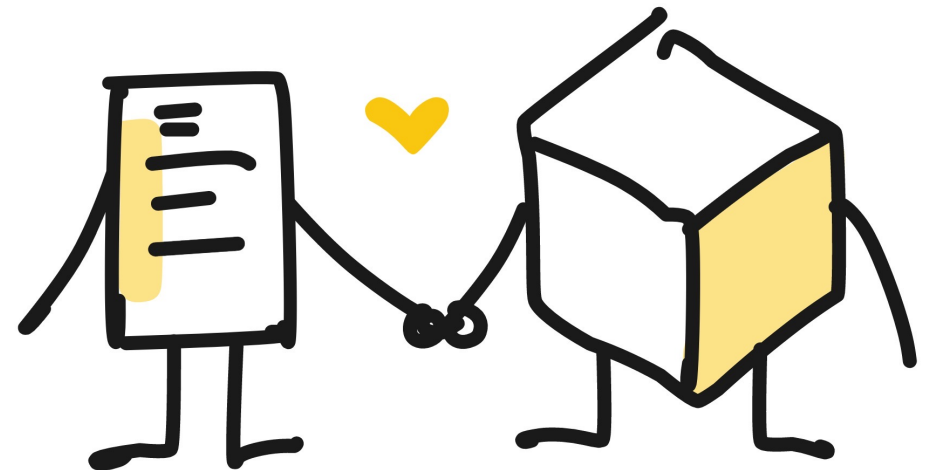
Ideas may offer great benefits even if they are not suitable for a paying market.



Publication

Research and commercialization may well go hand in hand, but it is important to do things in the right order. For example, one should not publish anything that could become the basis for a patent later.

This is another advantage of submitting ideas early – it avoids complications.



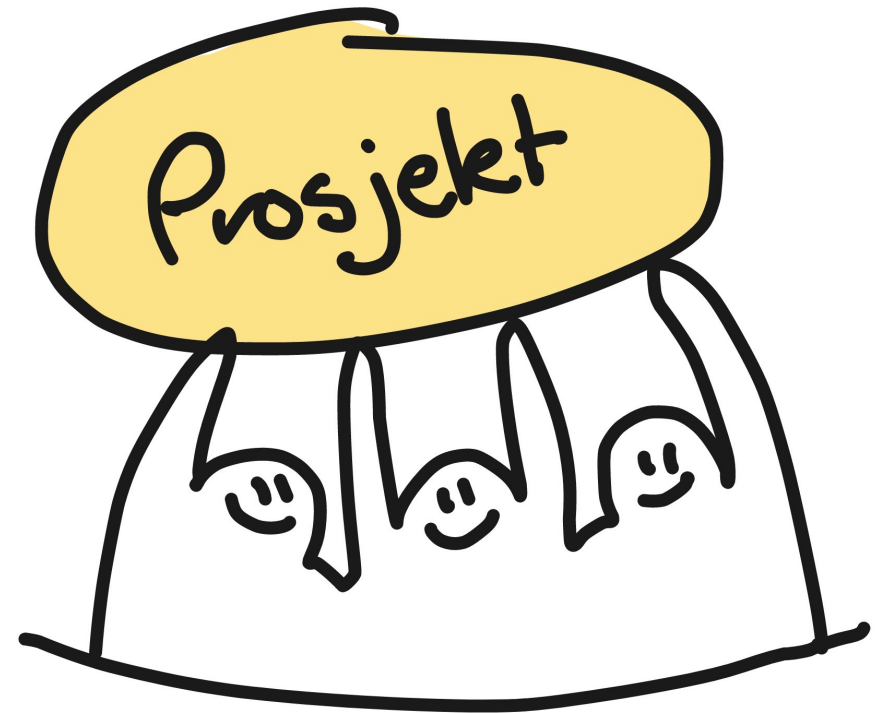
Development of the idea

If your idea is assessed as good, considerable resources will be invested in validating it.

These resources will be used to develop the idea towards a market-ready product or service.

If the TTO proceeds with the project, they can also finance time off for you to work on it.

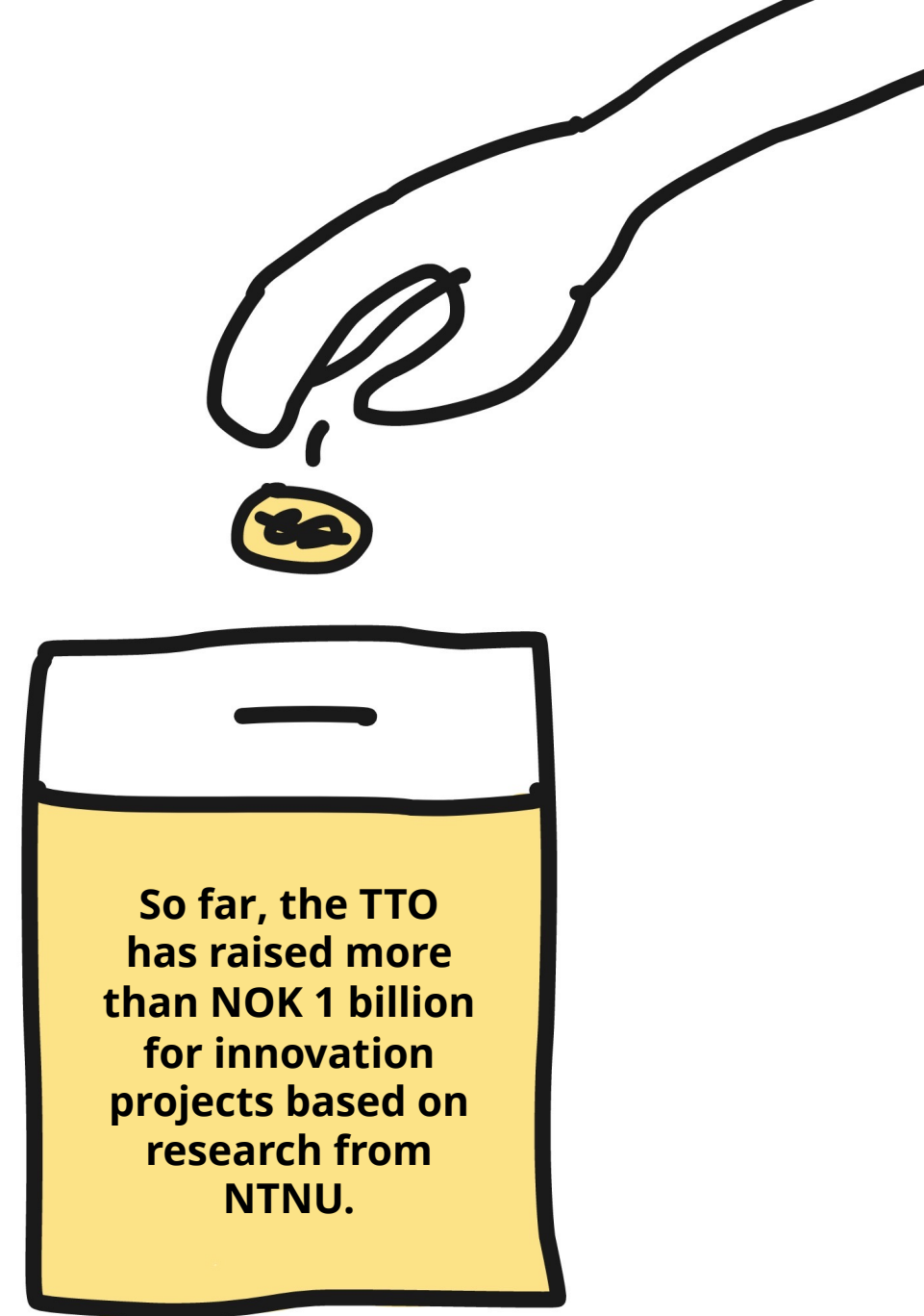
[Read more about project development](#)



Funding

An innovation project has many related costs. The TTO has a wealth of knowledge about and access to funding of innovation projects and can help you to navigate this process.

[Read more about project funding](#)

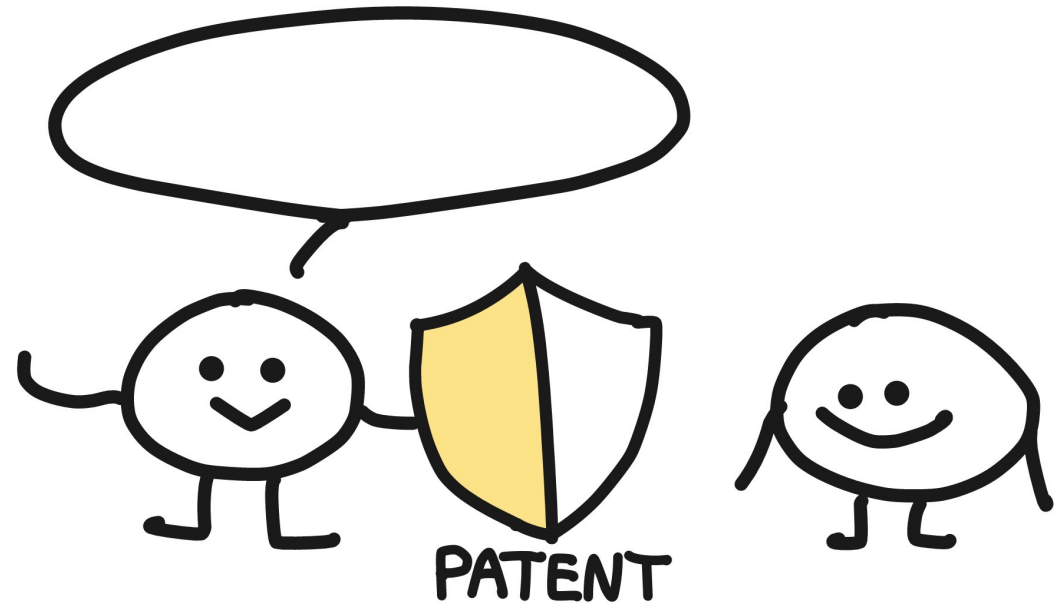


Patenting

For some ideas, patenting will be relevant. A patent enables you to create value and share the idea with lower risk. This also gives you control over who can use the technology, how and for what.

[*Read more about patents*](#)

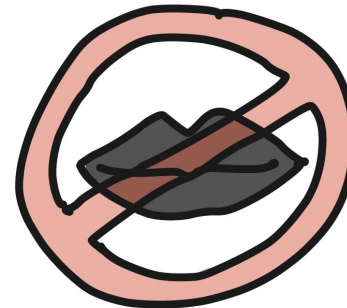
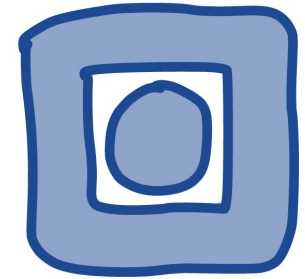
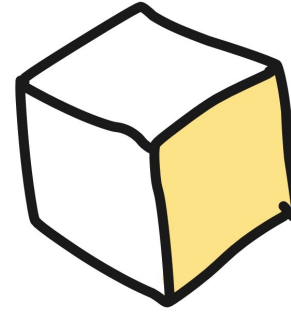
[*Read more about NTNU's IPR policy*](#)



Other protection

If patenting is not possible, design protection, trademark registration, trade secrets and copyright may be good methods to control use.

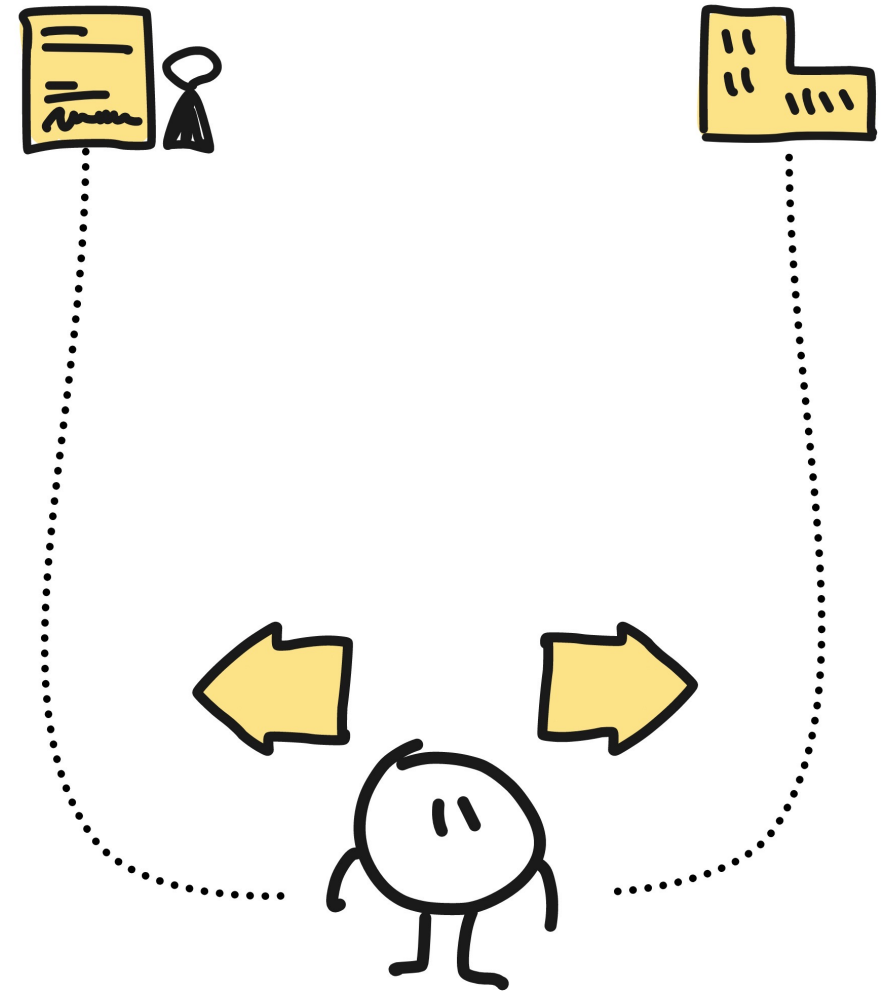
The TTO can also help you with these types of protection.



Options for development

There are two ways forward in the commercialization process. An idea can form the basis for a start-up or it can be leased to existing companies through a licensing agreement.

The TTO will choose the alternative that fits your idea best depending on the prerequisites for the idea and what similar solutions already exist on the market.



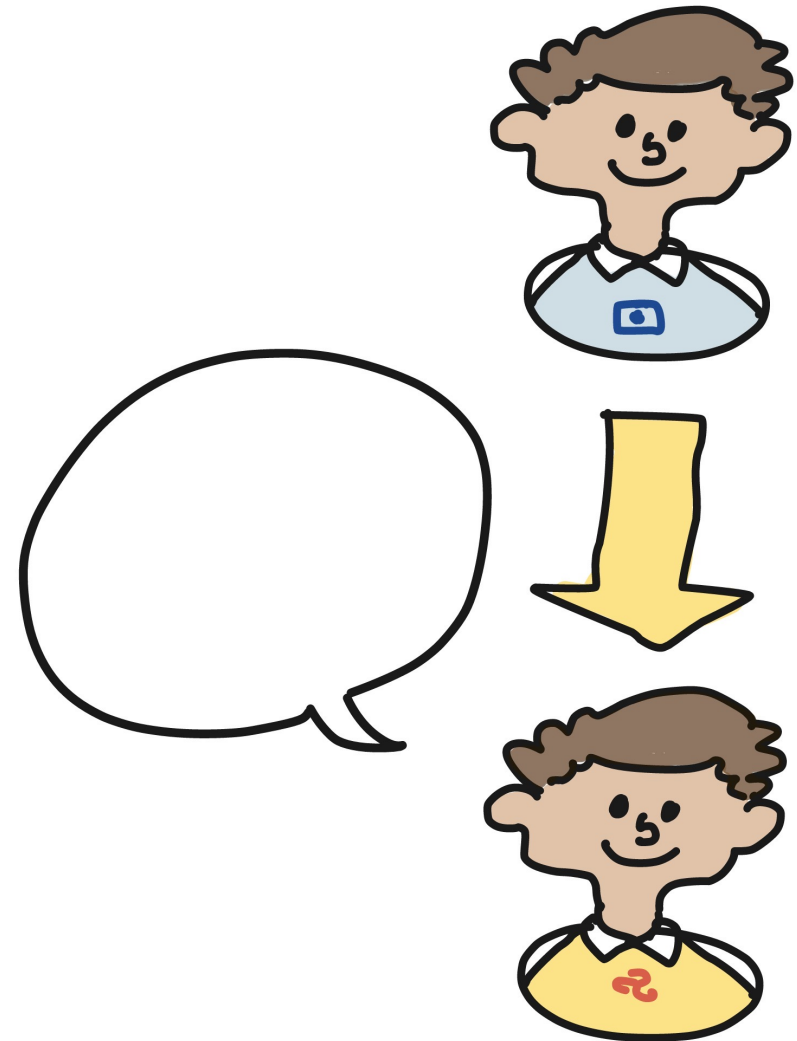
Start-up

When your idea results in a start-up, you can choose to be employed full-time or part-time by the company. If you do not want an active role in the company, a board position may be a relevant alternative.

But the chances of success are much greater if the originator of the idea has a central role in the project.

[Read more about starting new companies](#)

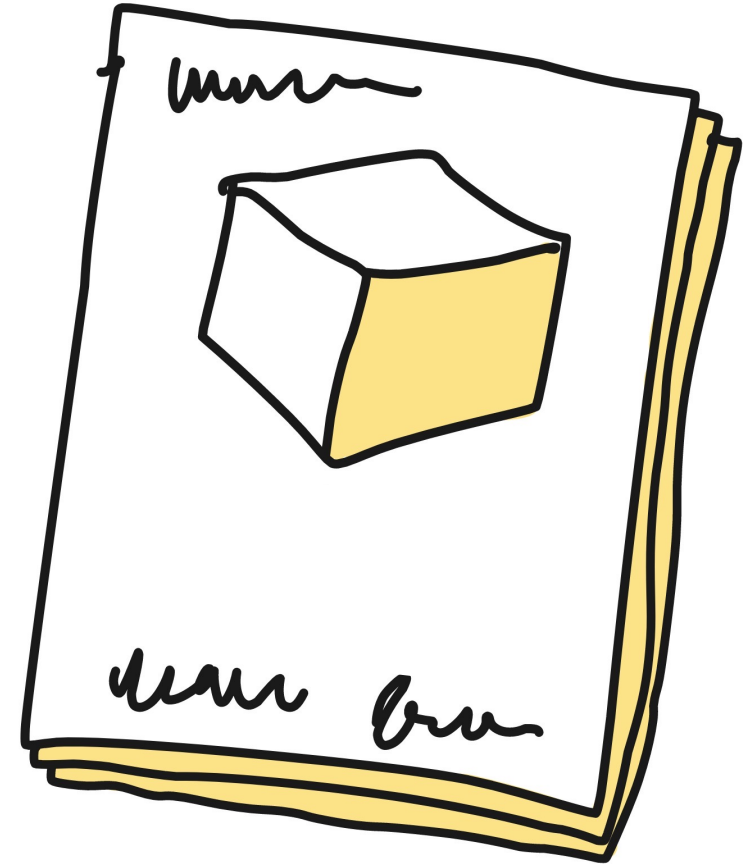
[See examples of spin-off companies](#)



Licensing agreements

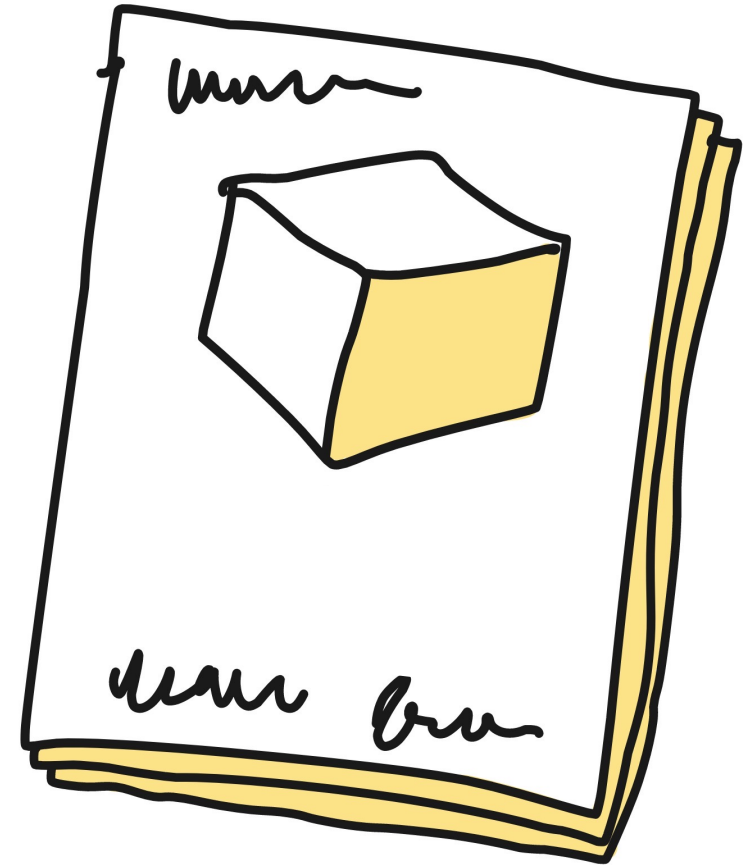
When a licensing agreement is signed, it is the licensee who develops the invention further into a product or service.

The inventor and other contributors are then paid a fair share of the financial gain that the licensee receives from the use of the invention.



Licensing agreement

Such agreements also safeguard NTNU's right to further use in research and teaching and the right to publication.



Read more at [ntnutto.no](https://www.ntnutto.no)

