

Knowledge Transfer@ÚFAL

Collaboration with external entities

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Content

1. Brief reminder about transfer and it's principles
2. Good news
3. Case study

Four transfer principles

The Traditional Academic Cycle (Grants / Projects)

Win a grant →

Finish the Project →

!Publish! →

Put into a drawer →

1. Transfer is about mindset.

Look for a new grant

2. PUBLISHING = STOP for business

3. Get customer on board as soon as possible

4. Transfer IS NOT only spin-off, but also consultation, service = **contractual research**

Good news

- Good relations with Dean office (OFS, lawyer)
- Smooth administration for contactual research (payed products, services or consultations for external entities)

Case study – how transfer works

1. Products in development (e.g. SPRINT)
2. Ready to sell products (e.g. MorphoDiTa)

SPRINT - Products in development

- Tool for creating consistent, clear and understandable legal documents
- 8 months project „proof of concept“ financed by TAČR
- Principle - [Get customer on board as soon as possible](#)
 - Get feedback,
 - Adapt your product,
 - Think about next research and transfer steps

Two ways of transfer:

1. Tool for Ministry of Interior for law-making process – the highest level of our expertise + research topic but risky
2. Tool for individual entities like public authorities, municipalities, schools...
 - basic level of our expertise but safe

MorphoDiTa – Ready to sell product

- Demand from external entity – please forward it to me
- Negotiation – I lead the communication and I need your assistance
- Contract

Key takeaways

- **Transfer is about mindset**
- **Contact me, I have time for you**
- **Rather sooner than later – PUBLISHING = STOP for business**

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