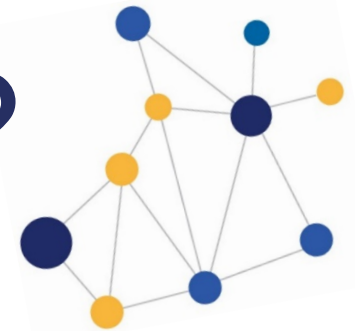# What is AgorIP?

Rhydian Owen
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- Unique open innovation project led by Swansea University

- Thanks to £13.5m EU, Welsh Government and Swansea University support, **AgorIP can help you realise the potential of your idea, product, service or research**

- Our team of experts can help you **take your innovation to the marketplace** and help make it a commercial success

- An effective route to get new innovations to customers and patients

We want to improve the health & wealth of the people of Wales, we are doing this by working with . . .

> Academics

> Industry

> The NHS

> Entrepreneurs

Open IP – a new approach to innovation

- Work with inventions at any stage from idea to market launch:
  idea, 'rough' prototype, refined product, getting seed finance
- Can be from any sector
- We have to be able to add value & get something for this added value
  - We will not be 'greedy': <10%-20% share in return for investment
- Must assist West Wales, North Wales or the Valleys
- Benefit-led, no requirement to use
- We will be State Aid compliant

Highlights to Date

Funded
96 Innovations

Worked with
211 Innovations
of which...

Worked with
152 Inventors & Innovators

50% in Health & Life Sciences

25% in partnership with the NHS

Secured
£220k in private investment

Created
3 new companies

Developed
7 new products & services

Secured
£1m in research grants

Supported
89 new patents, trademarks & designs

Created
4 new jobs

Formed
12 collaborations between SMEs & Academia

www.AgorIP.com   @AgorIP_swan

Ariennir yn Rhannol gan Lywodraeth Cymru Part Funded by Welsh Government

Cronfa Datblygu Rhanbarthol Ewrop European Regional Development Fund

Firms/products we've helped create include:

PulmonIR
(COPD diagnosis & monitoring device using Infra-Red light)

trameto
www.trameto.com
(energy microstorage for Internet Of Things devices)
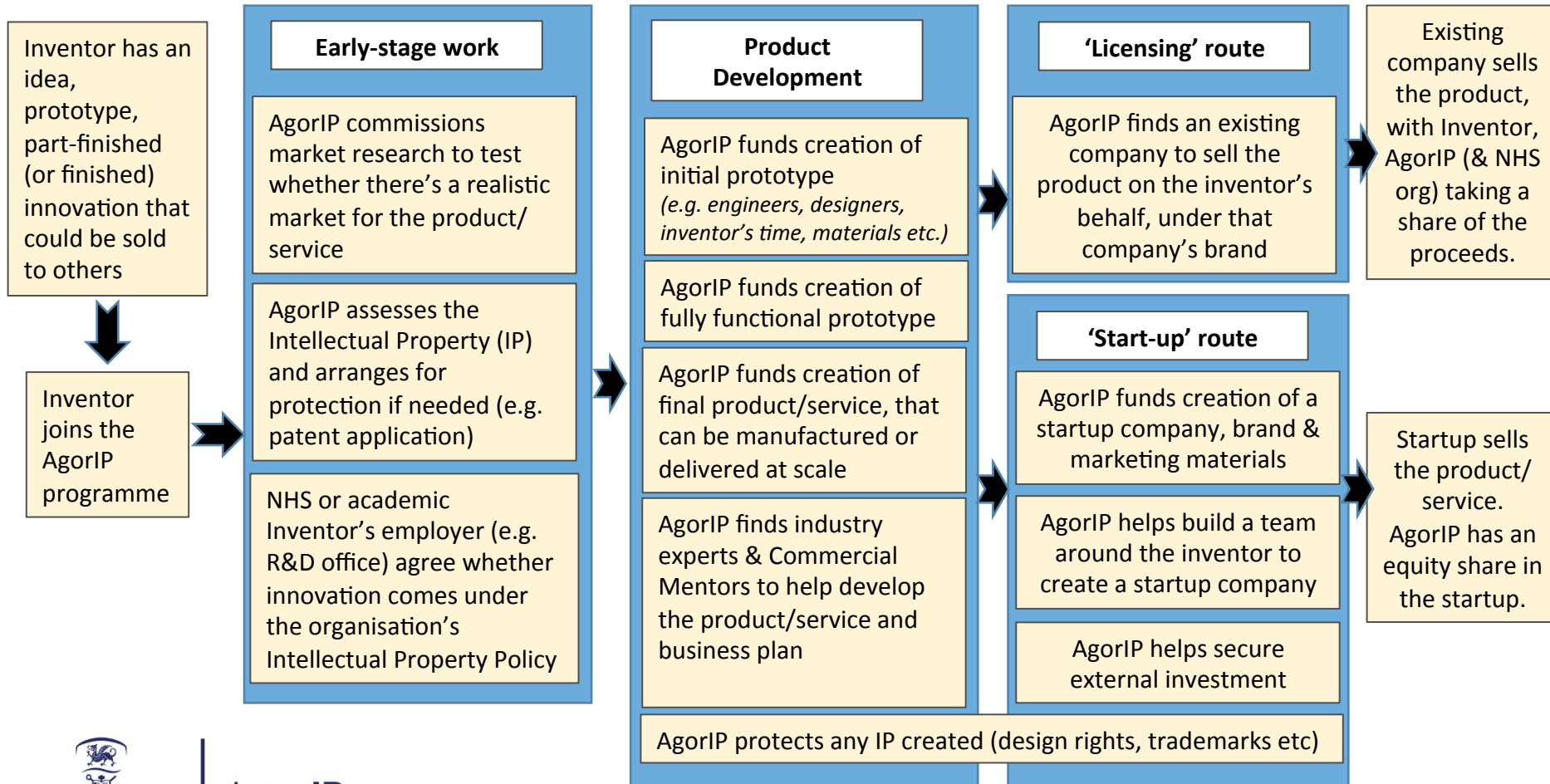
The 'Enduro' Bike

LUCILIA pharma
(antibacterial wound healing using maggot secretions)

Ariennir yn Rhannol gan Lywodraeth Cymru Part Funded by Welsh Government

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The Inventor's journey along the AgorIP Programme

START

END

Inventor has an idea, prototype, part-finished (or finished) innovation that could be sold to others

Inventor joins the AgorIP programme

Early-stage work

AgorIP commissions market research to test whether there's a realistic market for the product/ service

AgorIP assesses the Intellectual Property (IP) and arranges for protection if needed (e.g. patent application)

NHS or academic Inventor's employer (e.g. R&D office) agree whether innovation comes under the organisation's Intellectual Property Policy

Product Development

AgorIP funds creation of initial prototype
(e.g. engineers, designers, inventor's time, materials etc.)

AgorIP funds creation of fully functional prototype

AgorIP funds creation of final product/service, that can be manufactured or delivered at scale

AgorIP finds industry experts & Commercial Mentors to help develop the product/service and business plan

AgorIP protects any IP created (design rights, trademarks etc)

'Licensing' route

AgorIP finds an existing company to sell the product on the inventor's behalf, under that company's brand

'Start-up' route

AgorIP funds creation of a startup company, brand & marketing materials

AgorIP helps build a team around the inventor to create a startup company

AgorIP helps secure external investment

Existing company sells the product, with Inventor, AgorIP (& NHS org) taking a share of the proceeds.

Startup sells the product/ service. AgorIP has an equity share in the startup.

We're looking for your help to.....

1) Find more new innovations that could be sold to others:

- Do you have any?
- Do you know anyone with ideas/inventions who might be interested?
- Are there meetings or events we can present at? (e.g. team meetings)

2) Find more Companies to partner with:

- Product Development for that company
- As partners (e.g. to develop another inventor's product)
- As Licensees – selling products AgorIP has helped develop
- As Commercial Mentors – providing advice on your industry
- As investors

Swansea University
Prifysgol Abertawe | AgorIP

Bringing Innovation to Life

AgorIP supports you from your lightbulb moment... to the marketplace.

See What We Do >

Menu ≡

Get in touch. . .

✓ Visit our website **www.agorip.com**

✓ Tweet us **@AgorIP_swan**

✓ Email Rhydian : r.h.owen@swansea.ac.uk
  Call him on (01792) 51 30 51

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Thank you for listening

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