

IP Connect

MSC

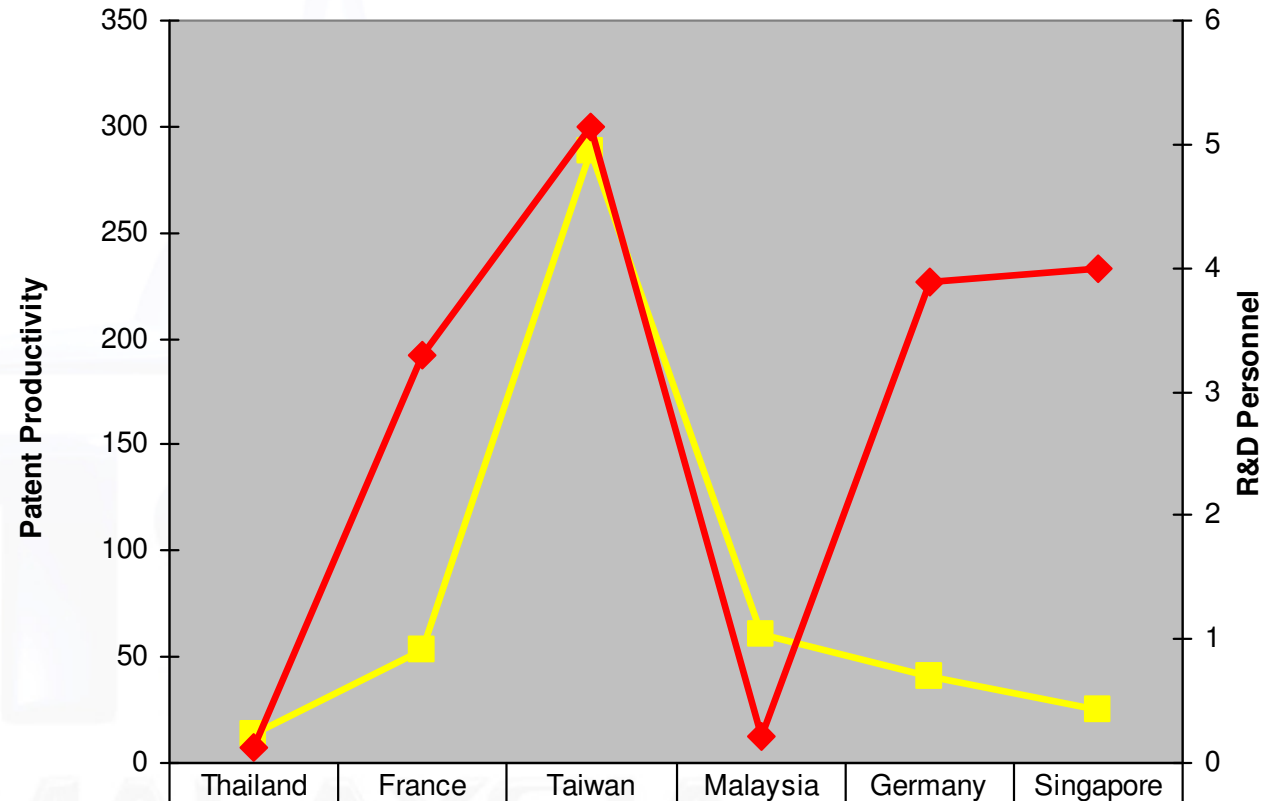
MALAYSIA

National ICT Initiative

www.msomalaysia.my



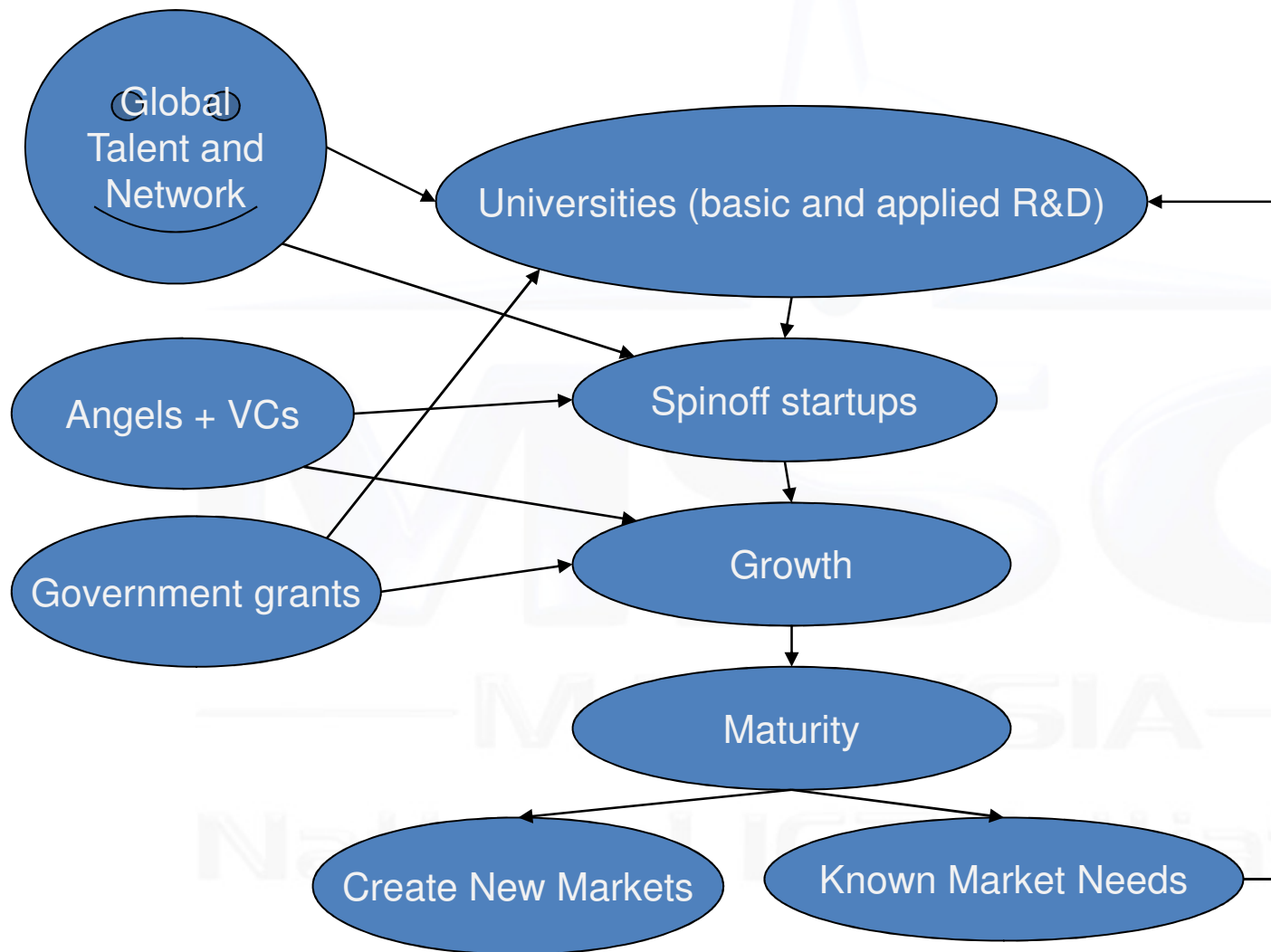
Malaysia's Business R&D Personnel is Quite Productive



Patent Productivity	13.4	52.9	288.7	60.1	40.6	24.9
R&D Personnel in Business per capita (full time work equivalent per 1000 people)	0.13	3.3	5.14	0.21	3.89	4

Source: IMD World Competitiveness Yearbook 2009

US “Innovation Model”



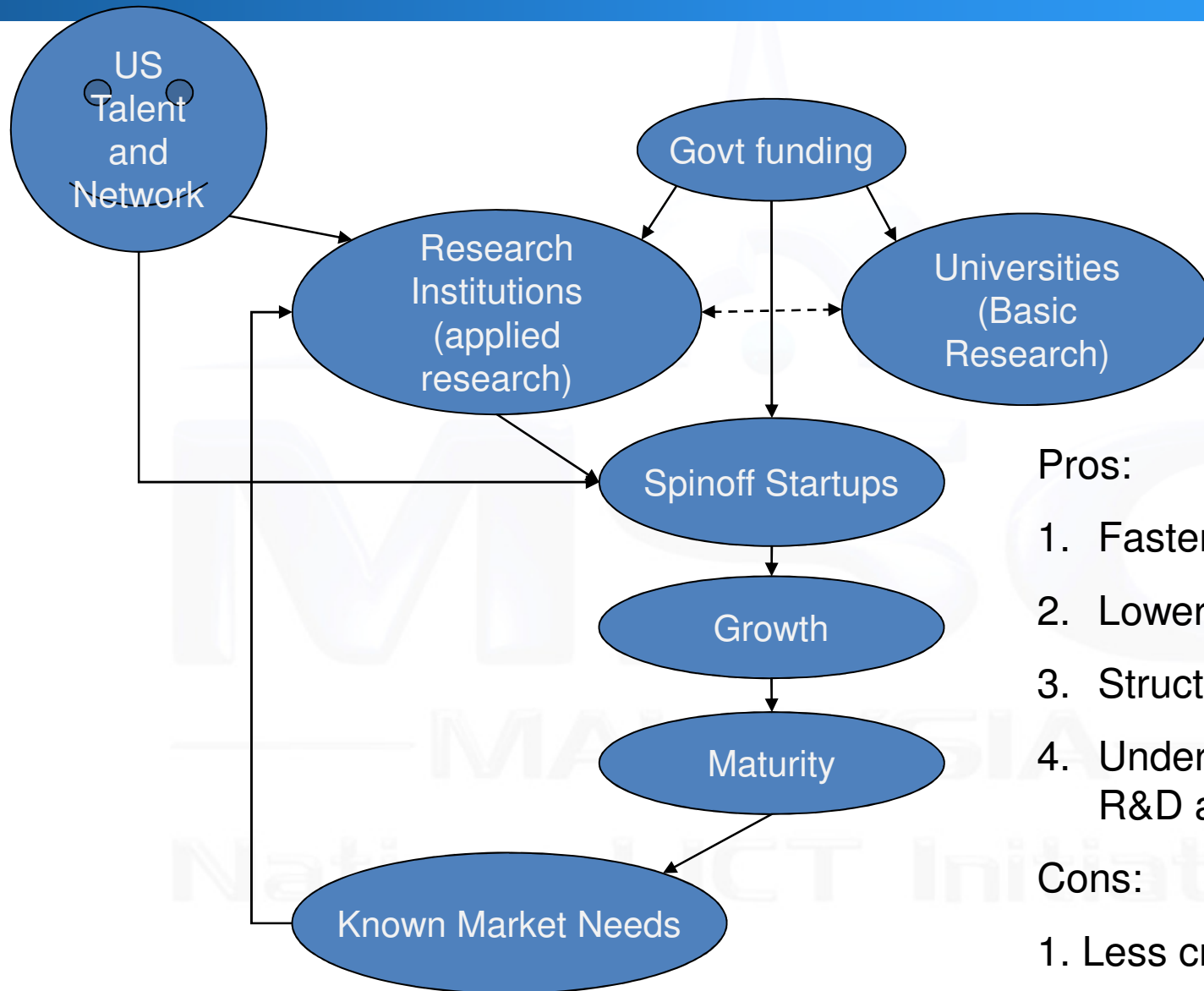
Pros:

1. Highly creative

Cons

1. High rate of failure
2. Takes a longer time to find winners

Taiwan “Innovation Model”



Pros:

1. Faster time to market
2. Lower failure rate
3. Structured tech transfer
4. Understands value of R&D and IP

Cons:

1. Less creative?

Problem Statement

- A major problem facing IHLs and Research Institutions in commercialisation of R&D is a lack of collaboration with the industry as a whole.
- The same survey also noted that MSC Malaysia Status Companies lack confidence in collaborating with IHLs and Research Institutions due to various limitations and concerns.
- *These concerns contribute to a lack of commercially-driven collaboration between IHLs, Research Institutions and MSC Malaysia Status Companies.*



Source: Strategic Research Study, IDC Aug 09, TPR

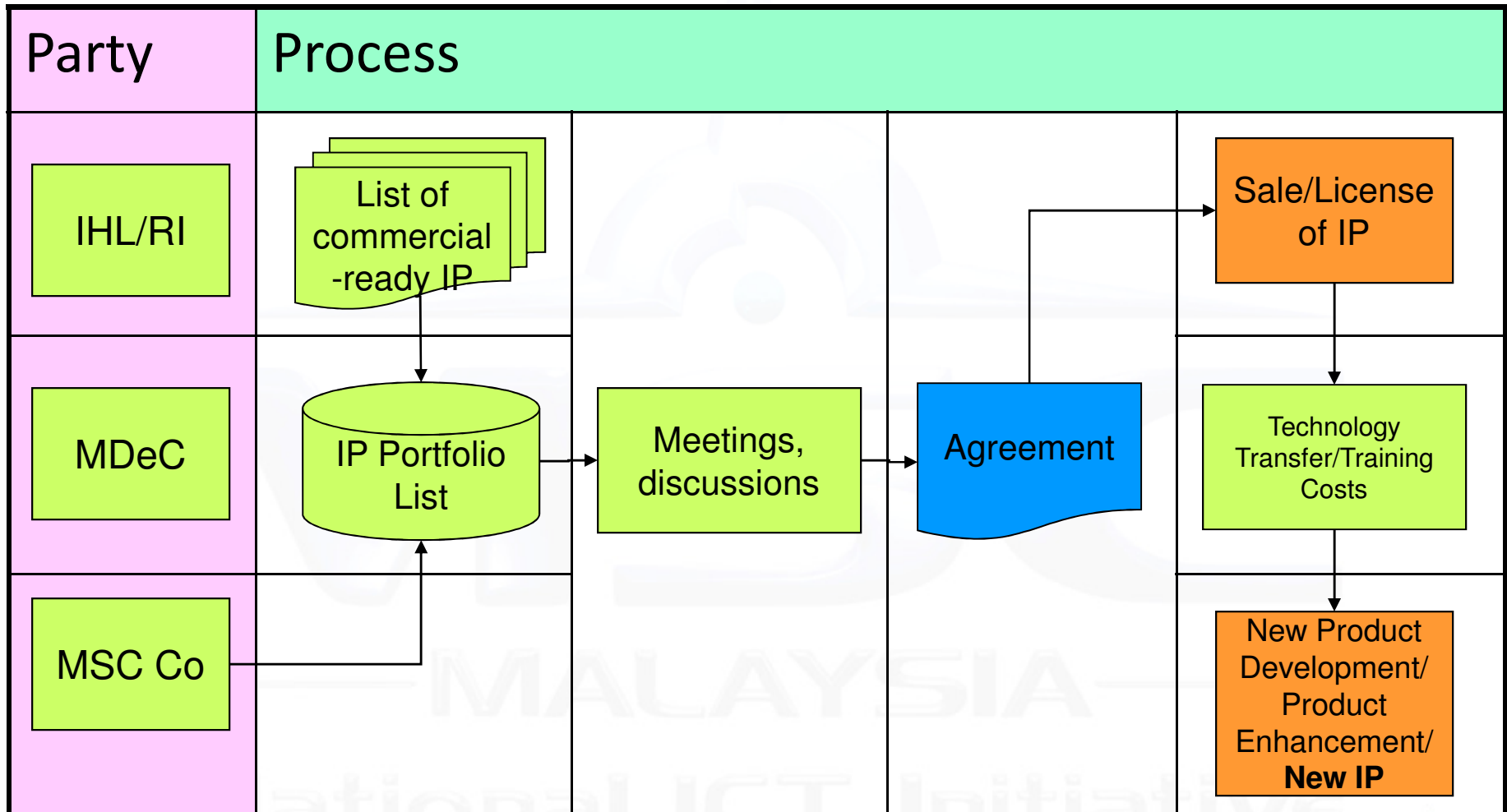
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What is IP Connect?

- IP Connect is a platform to connect Research Institutions and Universities with MSC Malaysia Status companies in order to
 - Foster IP licensing or sale opportunities for Research Institutions and Universities
 - Create new productisation and/or commercialization opportunities for MSC Malaysia Status companies
 - Increase technology transfer between IHLs/RIs and MSC Malaysia Status Companies



How IP Connect Works



What Co\$ts will this Program cover?

The cost items that are subsidized under this program include:

1. Mobilization
2. Training
3. Licensing/Purchase
4. Related overheads



Quantum of subsidy will be determined by the merits of each proposal

Qualifying Criteria

- 51% Malaysian-owned MSC Malaysia-status companies
- Malaysian Research Institutions and Institutions of Higher Learning



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Expected Outcome

- Increased number of collaborations between IHLs, RIs and companies.
- Increased technology transfer from IHLs and RIs to industry.
- Increased creation and commercialization of technology/IP.
- More business savvy R&D personnel in IHLs/RIs and more R&D savvy personnel in industry.
- Higher quality R&D grant applications.

A hand is shown holding a glowing sparkler, with bright sparks radiating outwards. The background is dark, making the light from the sparkler stand out. The text is overlaid on this image.

**Encouraging greater
collaboration and greater
linkages between the basic
researchers and private industry
contributes to competitiveness.**

*University Technology Transfer and National Innovation Policy: Success
Stories from Brazil, Colombia and South Africa
Kevin M. Reichelt, Program Attorney, July 2007*

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Thank you!

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