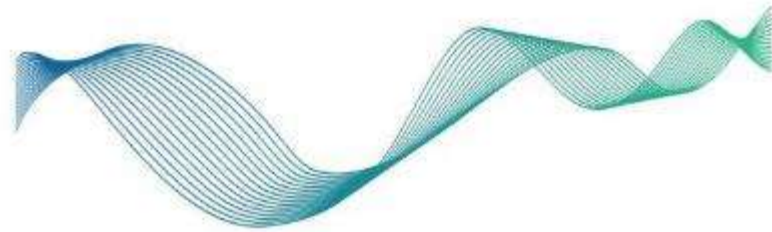


# MarineBiotech



## Communication as a tool in commercialising MBT knowledge output

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# The MBT potential

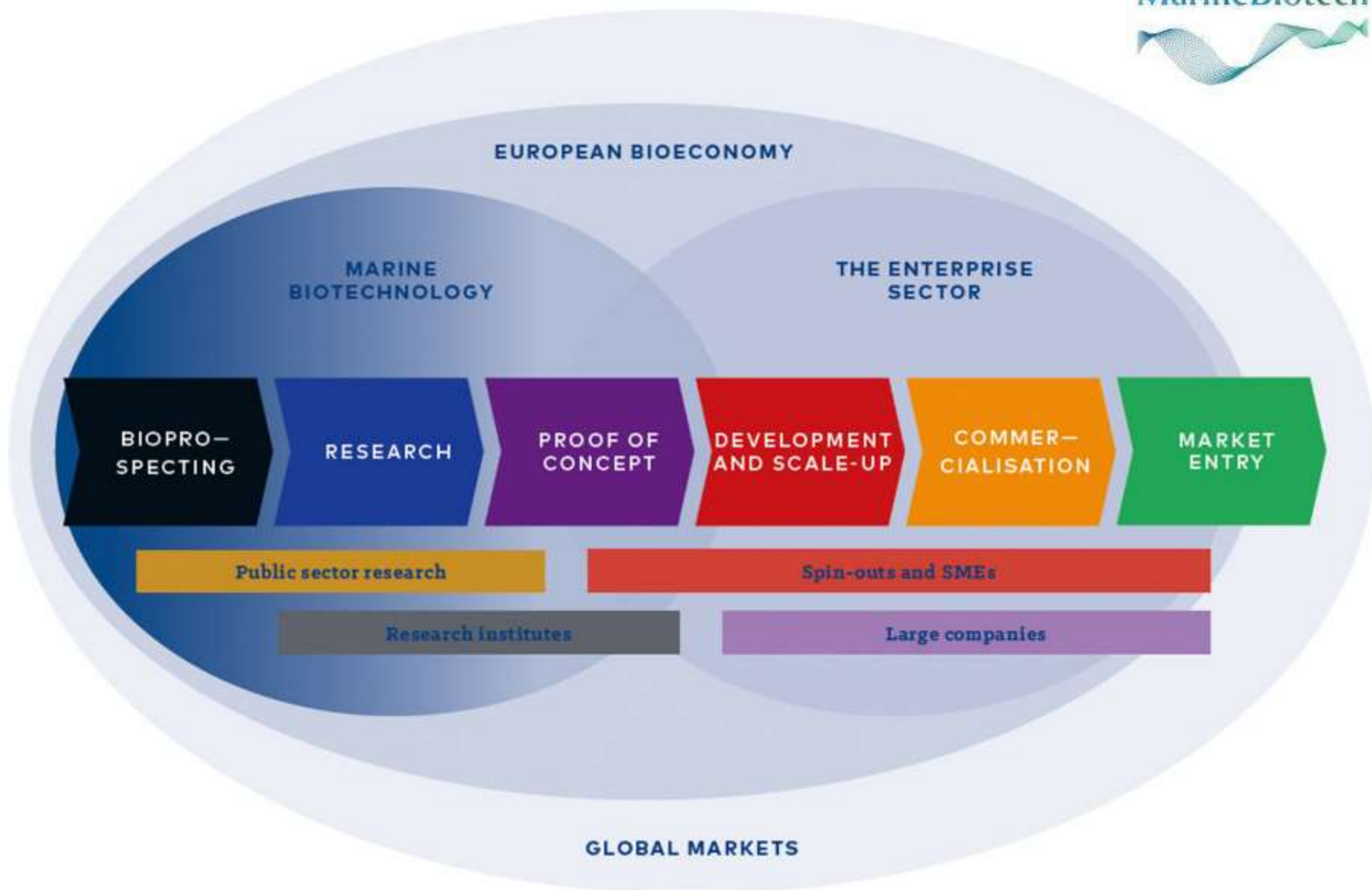
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- Market value to reach US\$ 4.8 Bn by 2020\*
- Value rising to US\$ 6.4 Bn by 2025\*
- Revenue from MBT products in Europe €1 Bn by 2020\*\*
- 10,000 new jobs created in Europe\*\*

## ***How can this potential be released?***

*\*) Smithers Rapra (2015) The Future of Marine Biotechnology for Industrial Applications to 2025*

*\*\*\*) if market growth of 6-8% per annum is retained, ECORYS (2014) Study in Support of Impact Assessment Work in Blue Bioeconomy*



# The challenge

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- Different actors in the value chain have *different 'languages'*
- Good *communication skills* needed to transfer knowledge output to value
- Build trust between partners
- *Aim: Develop guidelines for good communication among all actors in the MBT value chain*

# Methodology

- ERA-MBT joined forces with the EU supported project COLUMBUS working on ‘knowledge transfer for blue growth’, managed by AquaTT, Ireland.
- 16 experts experienced in MBT invited for a one-day workshop representing
  - Academic research
  - Funding agencies
  - Venture capital
  - TTO
  - Legal expertise
  - SME
  - Large industries



# Methodology

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- Pre-survey sent to workshop participants asking
  - Identify *5 critical aspects* of communication/information flow between you and other actors
  - How does each of these *affect progression* of research towards commercialisation?
  - *Suggest actions* that you strongly feel should be undertaken to improve the current situation
  - If possible, *give examples* of good practice in specific organisations/regions/countries
  - Any other feedback on communication
- Answers were analysed, grouped into categories, and statements extracted for discussion at the workshop

# Methodology

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- Output from workshop grouped into *'Lessons learned'* and *'Actions needed'* in these categories:
  - Basic research – knowledge output
  - Projecting timelines – interactions research, TTO, industry
  - Proof of principles
  - Proof of concept
  - Pre-commercial trials
  - Commercial products/processes

# Result

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## **Guidelines containing six steps:**

- 1) Identify the knowledge output
- 2) Setting timelines – build the team
- 3) Proof of principle
- 4) Proof of concept
- 5) Precommercial trials
- 6) Commercial products and processes



## Example: 2) Building the team

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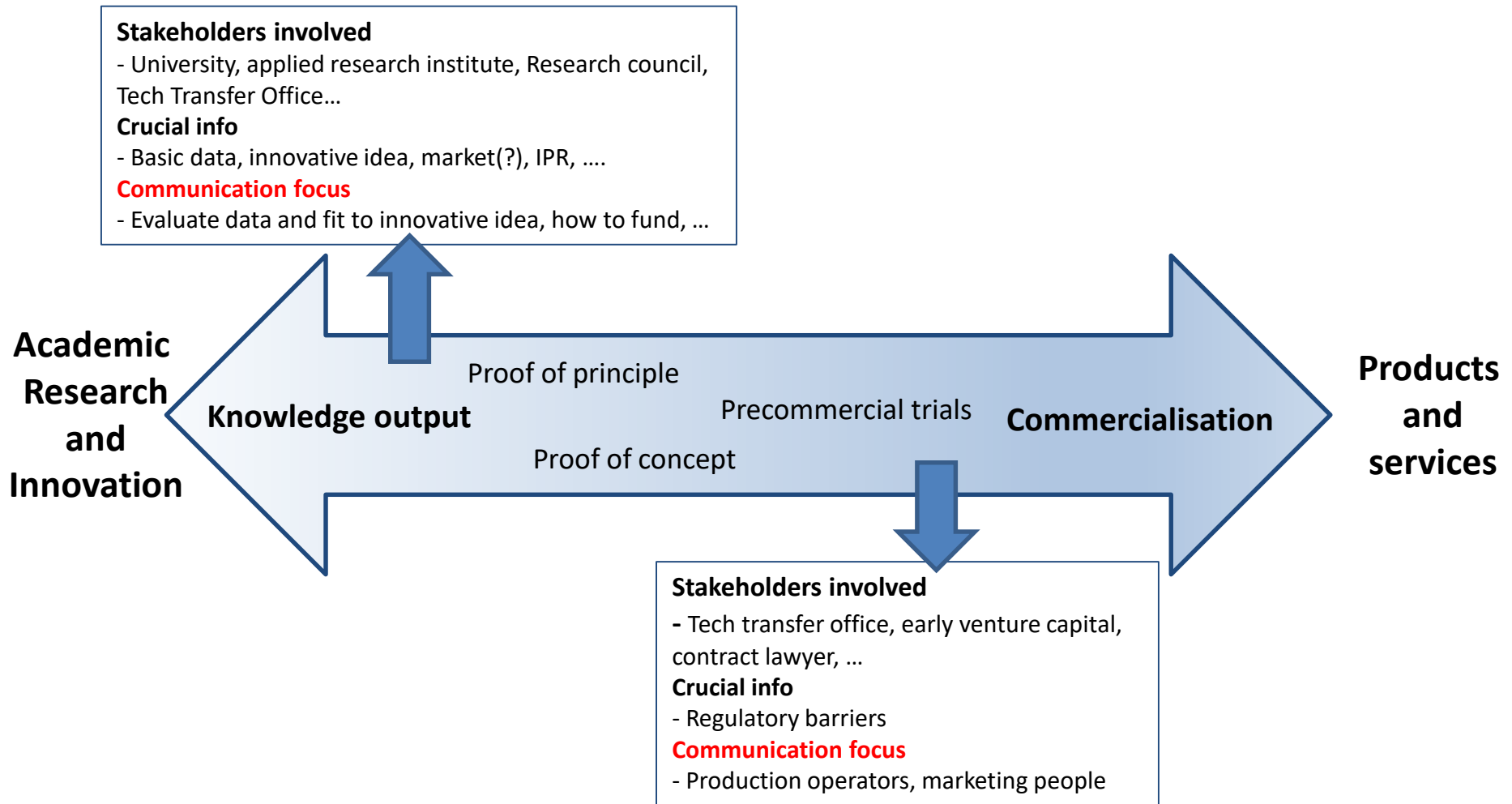
- Communication challenges
  - Make agreements for oral and written communication (who speaks to who, and when?)
  - Make agreements for documentation
  - Set realistic timelines
  - Ascertain that TTO understand the knowledge output
  - Consider how to communicate with downstream users
  - Consider how marketing opportunities/drivers impact project timeline (may become iterative)
  - Check potential regulatory barriers for marine products
  - Think ahead – conditions for next step?

## Example: 5) Precommercial trials

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- Communication challenges
  - Define realistic time and cost aspects
  - Present realistic production scenarios to investors
  - Set proper milestones for entrepreneurs/engineers
  - Present prototype samples to customers
  - Reach out to 'new' users or stakeholders
  - Expand network
  - Check potential regulatory barriers for marine products (an iterative checkpoint)
  - Think ahead – conditions for next step?

# The MBT value chain



# Further work

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- Present version of guidelines must be fine-tuned
- Sort out communication categories
  - Define importance of each element (scale?)
  - Consider risk elements and procedures to reduce risk (Contingency plan)
  - Identify what are questions and what are solutions
  - Decide action points in timeline (milestones)
  - Get feedback to action points
  - Adapt the checklist
- In all communication: Attune to your audience!

# It's all about

