

# Offers for Employees

Innovation and Relations  
Management (IRM)



**TECHNOLOGY  
TRANSFER**


# WELL-ADVISED

The Innovation and Relations Management (IRM) team supports all steps from an idea to successful commercialization at the interface of science and industry. The services range from joint identification of potential innovations and protection of intellectual property, technology marketing, search for partners, and project initiation to negotiating license agreements. In addition, we provide support for start-ups and shareholdings.

## OUR OFFERS FOR EMPLOYEES

- Assessing of potentials and consulting for technology valorization
- Inventor counselling as well as filing and enforcing intellectual property rights both nationally and internationally
- Support in technology marketing and the search for cooperation partners
- Drafting and managing contract negotiations (licenses)
- Consulting for portfolio management and the handling of intellectual property (IP)
- Support and management of innovation projects and their financing
- Consulting and support for people interested in starting a business as well as start-ups

We help you to find the right contact person.

 +49 721 608-25530

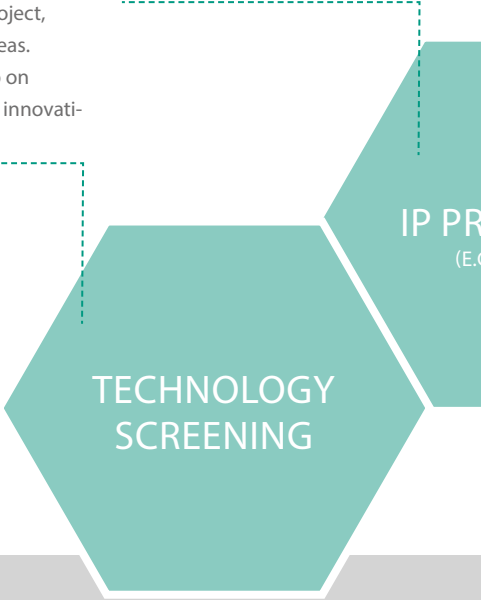
 [transfer@irm.kit.edu](mailto:transfer@irm.kit.edu)

 [www.irm.kit.edu/transfer](http://www.irm.kit.edu/transfer)

# TECHNOLOGY TRANSFER AT KIT

In technology screening, thematically oriented innovation managers and patent professionals jointly assess market relevance, patentability, and level of development as well as the practicability of inventions or project, product, and start-up ideas. There will be a follow up on economically promising innovation concepts.

A precondition for successful valorization is the protection of intellectual property (IP). The patent professionals apply for industrial property rights and defend them as "assets" of KIT. For this task, the IRM team has an annual fixed patent budget at hand.



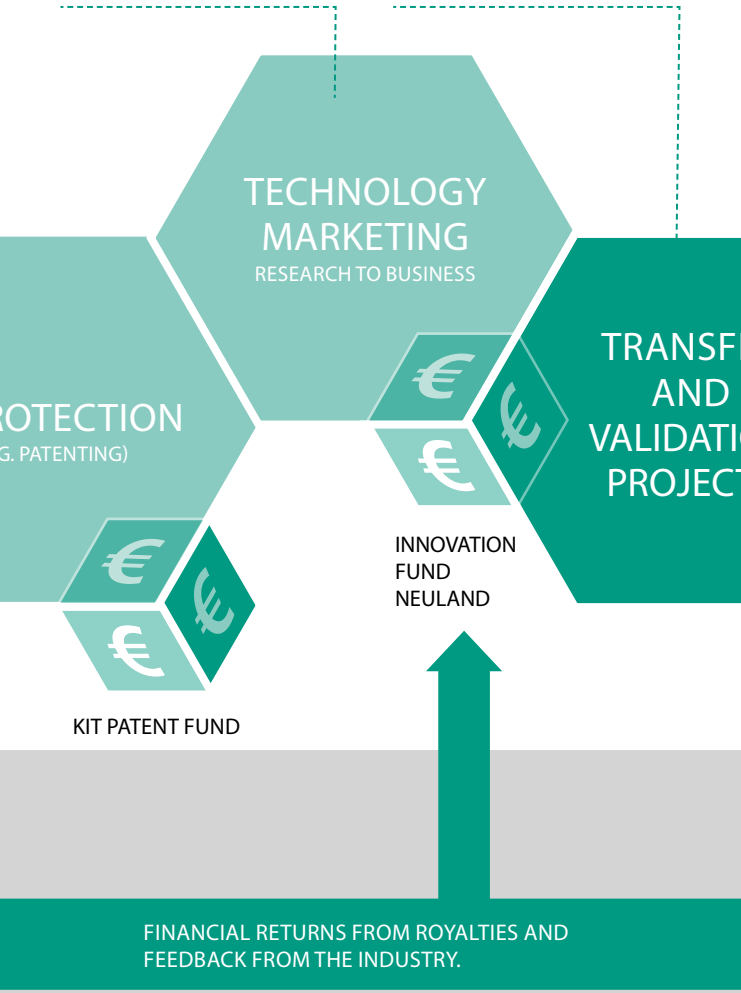
## RESEARCH

Scientists develop ideas, inventions, and know-how based on research results.



In technology marketing, technology offers are created and communicated to the industry via various media and channels, e.g. newsletters, an on-line technology platform, and trade fairs. The NEULAND innovation contest promotes creativity and innovation culture at KIT.

Innovation managers support the establishment of contacts with the industry and provide support for the initiation and implementation of development projects as well as the submission of applications for validation projects. With the innovation fund NEULAND, KIT has its own financing instrument.



### TECHNOLOGY MARKETING RESEARCH TO BUSINESS

PROTECTION  
(G. PATENTING)

TRANSF  
AND  
VALIDATI  
PROJECT

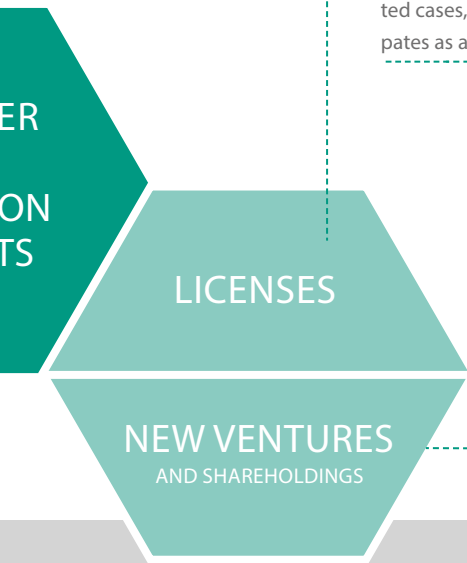
INNOVATION  
FUND  
NEULAND

KIT PATENT FUND

FINANCIAL RETURNS FROM ROYALTIES AND  
FEEDBACK FROM THE INDUSTRY.

The granting of licenses to industry partners and the calculation of the employees' inventor royalty on the basis of generated revenues is part of the IP management. In addition, they advise other service units on issues related to IP.

IP can also be exploited by starting a new business. The start-up coaches supplement the IP services with coaching in business planning as well as funding options. In selected cases, KIT also participates as a shareholder.



## COMMERCIALIZATION

The industry partner or a start-up of KIT introduces the developed product to the market and generates revenue which is partially channeled back to the KIT.

# USING POTENTIALS – VALORIZE TECHNOLOGIES

As key contact, IRM covers all areas of modern technology transfer and supports scientists in the valorization of research results and inventions with market potential to the industry.

The collection of market data is included in the joint identification of economically promising technologies (technology screening) and the development of valorization strategies. In addition, the IRM team supports the search of potential valorization partners and the initiation of projects.

The platform RESEARCH TO BUSINESS communicates technology offers based on technologies and inventions to the industry via various media channels, events and trade fairs. The offer is accessible to all scientific employees who are looking for the right cooperation partner for their application-oriented research.



# NEULAND – INNOVATION AT KIT



## INNOVATION DAY

The NEULAND innovation day celebrates the culture of innovation: Once a year, members of KIT and network partners from industry and the start-up scene meet for one day at KIT. The event presents current innovation projects of KIT, acts as a technology and start-up exchange and provides insights into the diverse innovation activities at KIT.

## INNOVATION CONTEST

Once a year, the KIT awards the NEULAND innovation award and a transfer award for successful technology transfer projects. The best ideas are selected by an independent jury from industry and can receive funding by the KIT innovation fund NEULAND.

## MAGAZINE

In NEULAND magazine, the KIT reviews the innovative stories of the past year. Among other things, it informs about promising technologies, exciting innovation projects as well as information on innovation awards and key innovation figures of KIT.

## Contact

Karlsruhe Institute of Technology (KIT)  
Innovation and Relations Management (IRM)

Phone: +49 721 608-25530

Fax: +49 721 608-25523

E-mail: [info@irm.kit.edu](mailto:info@irm.kit.edu)

[www.irm.kit.edu](http://www.irm.kit.edu)

---

## Issued by

Karlsruhe Institute of Technology (KIT)  
President Professor Dr.-Ing. Holger Hanselka  
Kaiserstraße 12  
76131 Karlsruhe, Germany  
[www.kit.edu](http://www.kit.edu)

Karlsruhe © KIT 2019