

GEO WEEK 2018

KYOTO, JAPAN

Monday 29 October, 08.30-12.30

Identifying, communicating and delivering
the value of Earth Observations.
A regional approach.

Session 2 Moving from Research to Business

Side event Organised by GEO-CRADLE Project & EARSC



Scope of this panel discussion

- Discussion on how to improve the uptake of research results feeding into commercial reality
- Understand the barriers which exist to developing business from research results
- Explore some ideas for improving the process to move from research to business
- Discuss and exchange views on R&D leading to commercial success.

Session Outline

- ❑ Chairman/moderator to set the scene with a short overview of the proposed approach to commercialisation of research results
- ❑ Panelists to provide a 3 minute introduction explaining their roles and experience of commercialising R&D results
 - ❑ Provide some personal views on the barriers to exploitation
- ❑ Open discussion on experiences, barriers and possible means to overcome them.
- ❑ Some possible questions or points for reflection for panelists are provided on the following slide. However, the discussion should be open and not necessarily follow the path indicated by the questions. It is up to the panelists to express their views on the overall topic! ;-)

Questions to panellists

- Do you have some successful examples where R&D results have been transcribed into commercial success?
- What has been the success factors to achieve these results?
- If no examples, where do perceive the barriers to be to move from research to business?
- Most R&D has become project-based meaning that the work ends in a sort of cliff edge. What can be done to avoid this and to provide some continuity for researchers with business aspirations?

Open floor Q&A and Wrap-up by moderator [15 mins in total]

Thank you!

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