

Brokerage Day

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ICT : Brokerage : 2009



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Brokerage Day

➤ Structure of the day

- ❖ Opportunities and threats of the ICT market in Central Europe
- ❖ Elevator pitches
- ❖ Thematic round tables
- ❖ Bilateral meetings

➤ Purpose of the day

- ❖ Partnering
- ❖ Clarification

Types of Partner

- Route to commercialisation
 - ❖ Large industrial business
 - ❖ Entrepreneurial SME
- Research performer
 - ❖ Privately owned research laboratory
 - ❖ Academic research team
 - ❖ Technological SME
- Provider of insight
 - ❖ End-user (public or private sector)
 - ❖ Intermediary / commentator
- Provider of background (pre-existing knowledge)
 - ❖ Any of the above
- Service provider
 - ❖ Any of the above or specialist provider

Attributes of Partners

- Complementarity
 - ❖ Classic “win-win” opportunity
- Minimal scope for conflict of interest
 - ❖ Motivated by the opportunity, not just the reward
 - ❖ Feeding in the same food chain, not the same trough
- Committed to learn how to “do” partnering
 - ❖ Willing to go “the extra mile”

Grasp the Opportunity

Good luck from
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