



Outreach and Support Programs for Entrepreneurs and SME's

Mika Waris

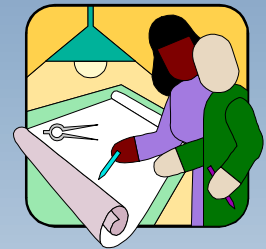


Outreach and Support Programs for SME's

- the Role of Finnish Patent Office

WIPO Forum
on IP and SME's
21.-23.5.2003

Competitive factors



? **novel product innovations**

? **short time from product development to market**

? **shared information**



The Future Trends

- ? **applying the accumulated knowledge**
- ? **co-operation between public and private sector**



The Role of FIPO

- ? **comprehensive and effective use of industrial property information**
- ? **dissemination of it in various forms**



Target Groups

Private innovators

Starting companies

SME's

Industry

Universities

Public sector

Intermediates

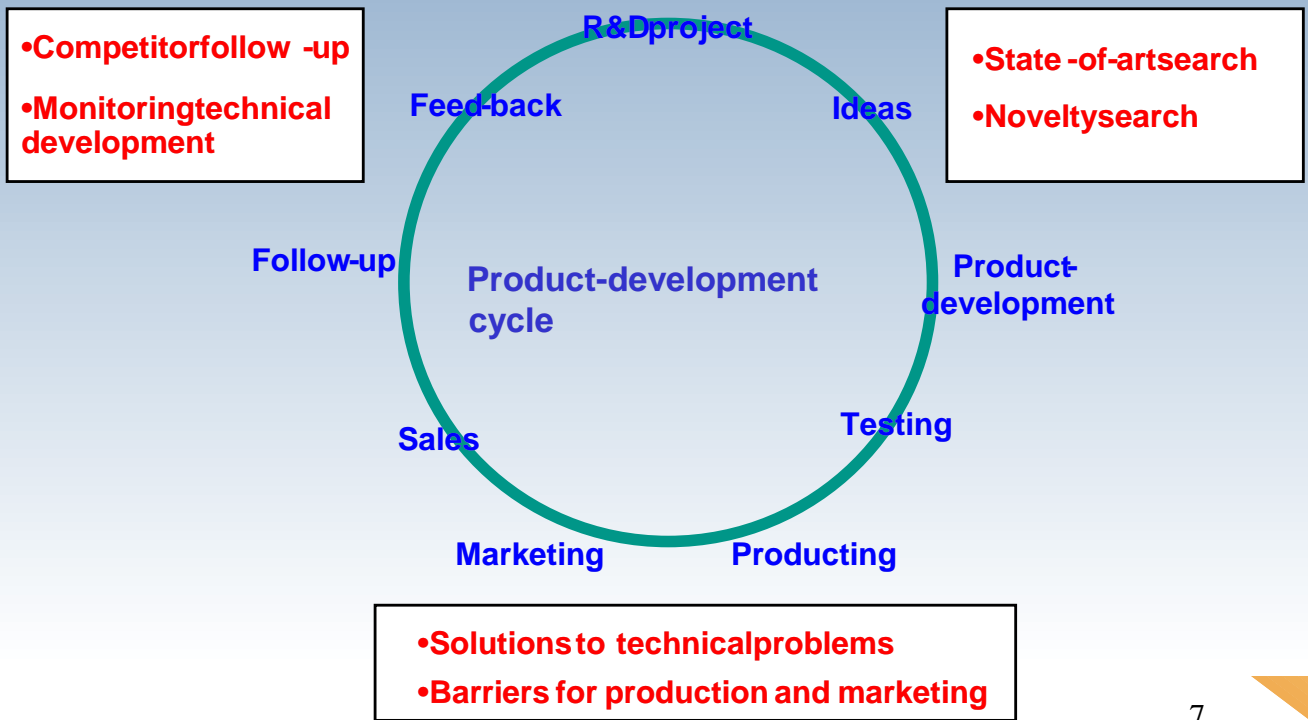


The Strategy of Finnish Patent Office

- ? **understand proper business processes**
- ? **locate company decision makers responsible for those processes**
- ? **talk to customer on regional level so that customer understands**
- ? **find third parties to act as an intermediary**

The Services Concept

From Idea to Product and to Markets





Success Factors

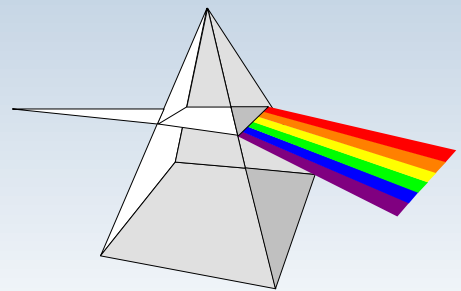
- ? **catch the customer in a proper phase**
- ? **address the message to right decision makers**
- ? **customize the services**
- ? **create means for helping the use**

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30 - 50 % of input in R & D
is redundant





The Pilot Cases in EEDcenters (video-conferencing)

? **over 60 sessions, real customer cases**

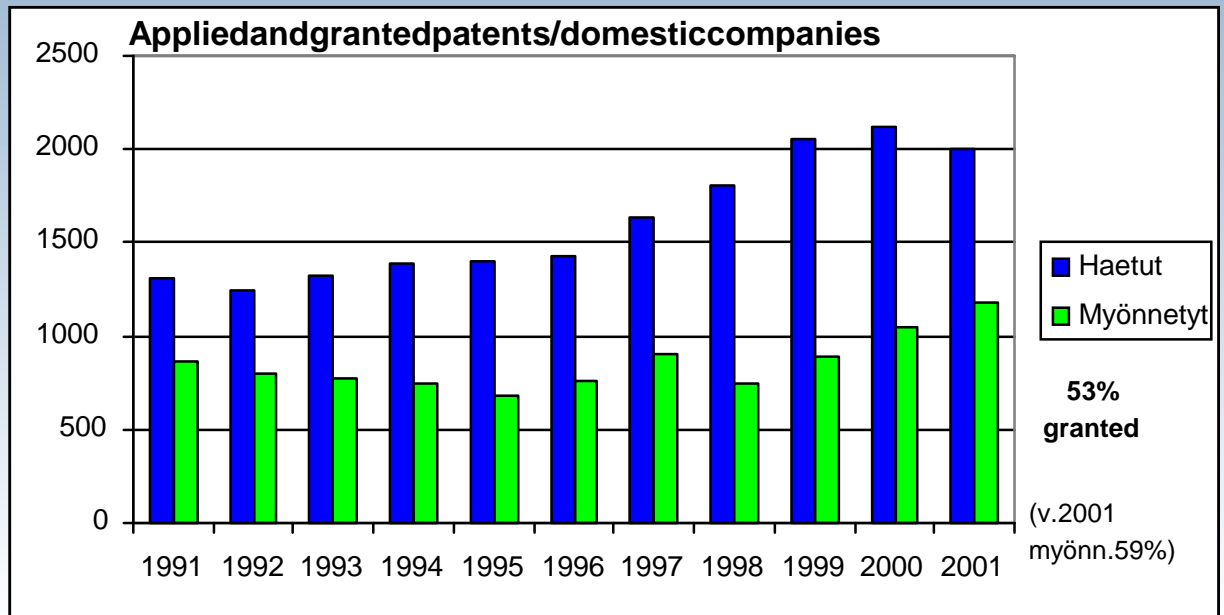
? **results were impressive**

? **in every case several publications**

? **in 45 % of cases complete barrier**



Applied and granted domestic patents by companies





Customer expectations

Customer wants the services to be:

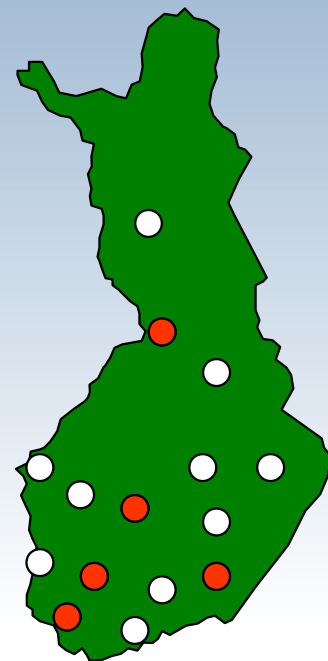
? **Desirable**

? **Accessible**

? **Usable**

Employment And Economic Development Centres in Finland (EED-centres)

- | | |
|-------------------|---------------------|
| 1 Helsinki | 10 Jyväskylä |
| 2 Turku | 11 Seinäjoki |
| 3 Pori | 12 Vaasa |
| 4 Lahti | 13 Oulu |
| 5 Tampere | 14 Kajaani |
| 6 Kouvola | 15 Rovaniemi |
| 7 Mikkeli | |
| 8 Kuopio | |
| 9 Joensuu | |

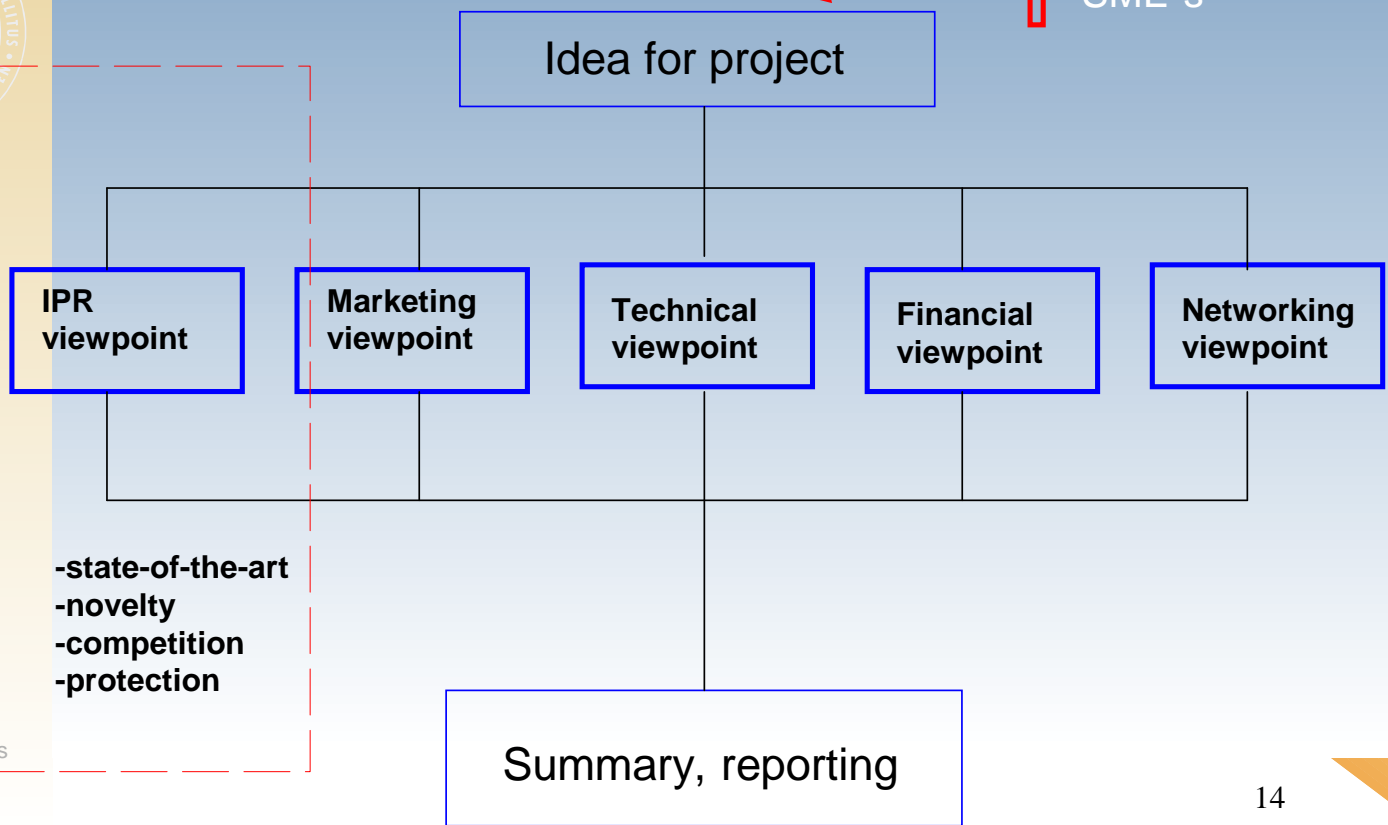


**All of them have a role as
Patent Information Centres**

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ProductStart-concept

- private innovators
- starting companies
- SME's



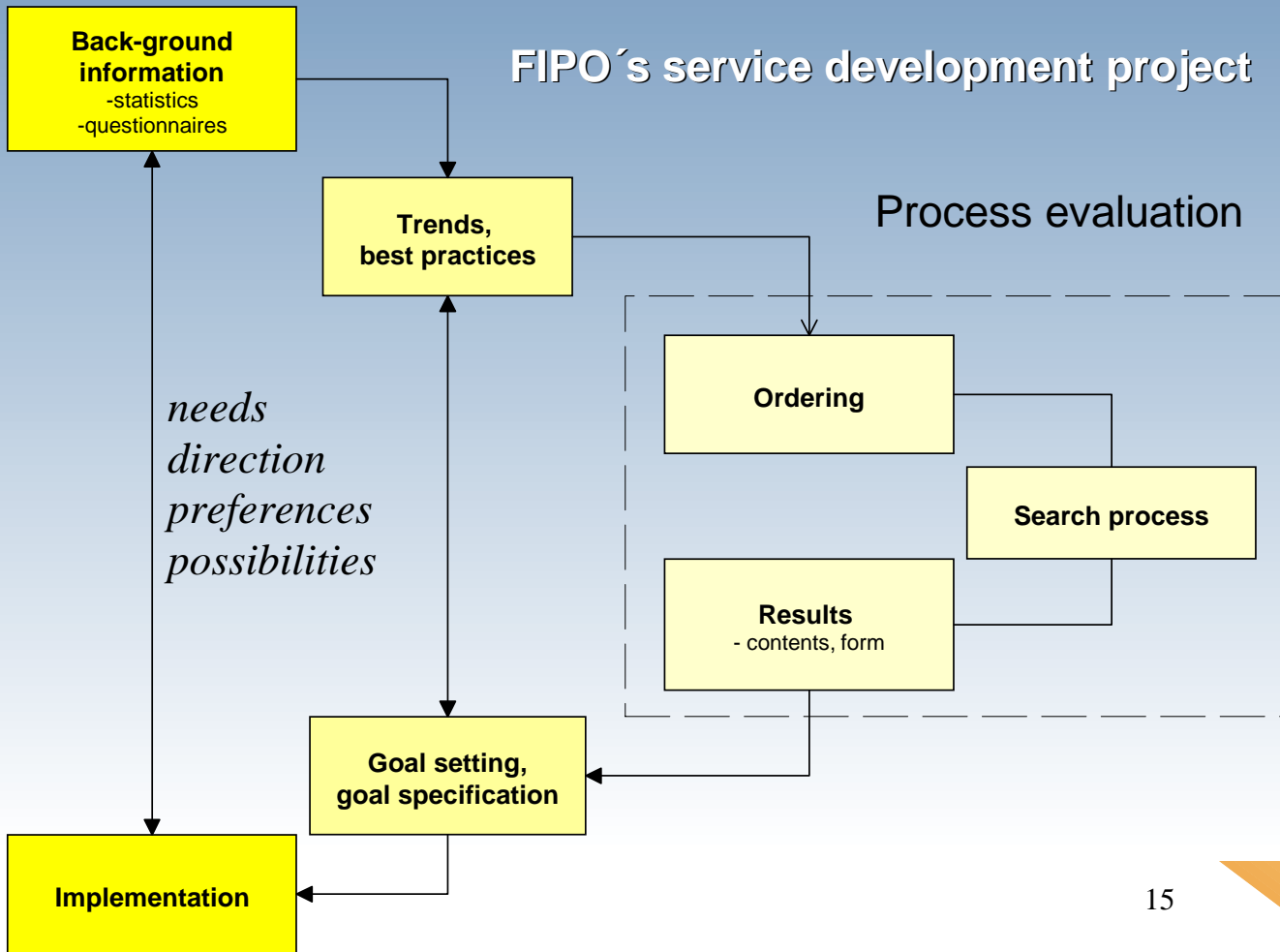
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FIPO's service development project





The Future

- ? **patent information is a *must* for companies**
- ? **National Patent Offices and Libraries have a *key role* in disseminating patent information**
- ? **service development is *essential***
- ? **networking is a powerful tool**

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Thank You!

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