
The InterAct Project:

A unique collaboration between six leading UK PSREs

Innovation through Knowledge Transfer
2009: Research with Impact

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InterAct Initiative

- A collaboration between 6 leading UK research institutes:
 - ❑ Defence Science & Technology Lab (Dstl)
 - ❑ The Food & Environment Research Agency (Fera)
 - ❑ Health Protection Agency (HPA)
 - ❑ Veterinary Laboratories Agency (VLA)
 - ❑ Centre for Environment, Fisheries and Aquaculture Science (Cefas)
 - ❑ Health and Safety Laboratory (HSL)
- >5,000 Scientists & annual research budgets > £300M
- Started in 2005 – with 4 partners
- Funding for resources and a Proof-of-Concept (POC) fund extended for a further 3 years from Sep 08 with inclusion of HSL and Cefas
 - ❑ £3M split approx 50:50 project resources and POC funding
- IP Pragmatics Limited has been employed to support the project through business development and marketing activities



InterAct Project Aims

- To help the partners identify, develop and exploit IP assets in combination with complementary IP from one or more of the other partners
- IP assets include:
 - Patented technologies
 - Know-how
 - E.g. Commercial services
 - Materials and reagents
 - R&D facilities
- Encourage interactions amongst the wider PSRE community



InterAct Project Resources

■ Business development

- 3 FTE (IP Pragmatics)
 - Help partners identify, assess, prioritise, market and exploit IP opportunities
- Funding to bring in additional specialist market intelligence and business development support where required

■ Support to Partners

- Funding to cover scientist time and T&S attending InterAct meetings and events (e.g. workshops)

■ Technology Development (POC Fund)

- Funding up to £50k per project to support the development of new technologies with commercial potential to the proof of concept stage



Technology Transfer

- This is not just 'traditional' technology transfer
 - A lot of technology is not patented but falls under the wider definition of IP
- Creative exploitation of IP, for example:
 - Combining different IP
 - Extracting value from trade-mark & know-how
 - Exploiting proprietary reagents and facilities
 - Growing or creating new service offerings
- Recognising government sensitivities
- Challenges of working with 6 different organisations
 - Distinct cultures
 - Diverse research bases
 - In some fields they are 'competitors'



InterAct Activities

- IP Audits
- Regular meetings with scientists/researchers
 - Awareness raising events
- Workshops with:
 - InterAct partners
 - Other PSREs
 - Industry
- Technology Development and Support
 - Identification of commercial applications
 - POC funding
 - Market assessments
- IP Exploitation



InterAct technology clusters

- Detection – Molecular, Antibody & Chemical (i.e. Diagnostics & Monitoring)
- Biocides & Disinfectants
- Vaccines & Vaccine Delivery Technologies
- Quality Control & Assurance (incl. PT & Reference Materials)
- PPE
- Biotherapeutics
- Commercial Services



InterAct technology portfolio

- Novel vaccines for human and animal health uses
- Vaccine delivery technologies for oral and nasal delivery
- New detection technology platforms in veterinary, food safety and human health fields
- New validated diagnostic kits in veterinary, food safety and human health fields
- Microencapsulation technology and services
- Probiotics/Nutrition for animal and human health
- Regulatory support services – toxicology/eco-tox/REACH
- Proficiency testing services across food, environment, medical and veterinary sectors
- Radionuclide detection technologies and services
- Bioinformatics & Risk Analysis
- Personal Protective Equipment
- Electronic sensors



InterAct - Successful Model?

- First Term (2005-2008): Activities & Outputs
 - Workshops: 17 different topic areas (>100 scientists)
 - 70 individual project opportunities identified; 35 projects progressed through a managed process of evaluation, planning and exploitation
 - Numerous national and international marketing events including directed meetings with more than 50 separate companies
 - Completed 15 exploitation vehicles encompassing 11 new licences, 3 new commercial service offerings and one spin out company
 - Joint marketing of Proficiency Testing services: enhanced sales income
 - Formed contacts & networks with many new customer companies for the partners' intellectual property
 - Total return estimated as > 150% of investment



InterAct - Successful Model?

- **Second Term (Oct 2008 - ongoing): Activities & Outputs First 12 months**
 - Workshops: 14 different topic areas (>200 attendees)
 - 104 individual project opportunities identified; 51 projects being actively progressed
 - Attendance at national and international marketing events including directed meetings with companies from across Europe, US, Australia and New Zealand
 - Completed 8 exploitation vehicles encompassing: 5 testing services, 1 new products, 1 technology sale, 1 license
 - On target to meet all milestones and outputs by the end of the project term



Tangible Outputs: Molecular diagnostics

1. License of a portfolio of PCR tests to Major Diagnostic Co.
 - Royalties, technology access fee, ongoing R&D, mile stone payments, free equipment, reduced consumables
2. License of AI and NDV tests to Major Diagnostic Co.
 - Up front payment, royalties, bonuses, equipment, on-going R&D
3. License of plant virus test (as a service) to service company.
 - Royalty agreement
4. Provide feed testing services for international group of commercial laboratories (finalising agreement)
 - Fees for services
5. Providing High Throughput PCR analysis for novel test developed by another PSRE (finalising agreement)
 - Fees for services
6. Trade sale of Identibac (VLA microarray platform) to Inverness Medical



Other outputs

- Broader, less tangible outputs:
 - ❑ Better cooperation between the partners
 - ❑ Spreading of good practice
 - ❑ Sharing of resources
 - ❑ Collaboration on new developments
- Greater understanding between the partners
 - ❑ Directly helped with delivery of core government functions
- Increased commercial outlook by all the organisations



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Resource: IP Pragmatics

- An IP asset management company
 - Help commercial and public sector clients realise and maximise value from their IP assets
 - A combination of expertise and services
- Address 3 key areas:

What IP assets do I have?

- Audits / IP training & awareness raising
- Management tools – IP Forecaster

What is the value of my IP assets?

- Market and IP landscape assessments
- External commercial networks to validate value

How can I capture this value?

- Business planning
- Marketing and deal making (e.g. licensing) using external networks
- Fund raising
- Better management of assets – IP Forecaster, IPRIS

