



GLOBAL INNOVATION INDEX CONFERENCE: IT'S CONTRIBUTION TO THE NATIONAL INNOVATION POLICY

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Kuala Lumpur

Intellectual Property Corporation of Malaysia (MyIPO)

World Intellectual Property Organization (WIPO)

Commercialization of Innovation: Idea to Marketplace

Dr. Richard S. Cahoon, Chair

The Innovation Value Chain:

**Converting Invention into Marketplace Value
through Intellectual Property**

- The source of market opportunities based on inventions and intellectual property
- A community of creators
- Elements of the innovation ecosystem

Research & Development

Inventions

Valuable Inventions

Valuable Inventions with useful IP

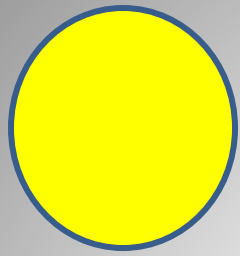
Research &
Development

Inventions

Valuable Inventions

Valuable Inventions with useful IP

How can we increase these pools?



Valuable Inventions with Useful IP

This is the goal and launch point.

with these,

Skilled, creative, and motivated

Technology commercialization

professionals,

Entrepreneurs and Intrapreneurs,

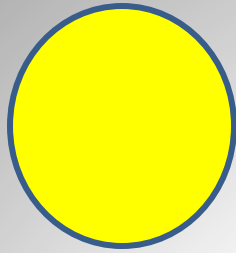
visionary supporters, accelerators,

and investors....

Can create new products, services, companies,

jobs, revenue, and.....

Economic Development



Valuable Inventions with useful IP & Creators

These creators need a community and an
institutional ecosystem to flourish

How to establish the institutional ecosystem
and professional community.....

.....that will enhance this resource and
combine it with the necessary elements of
IP-based economic development?

Creating economic value from invention requires these key elements:

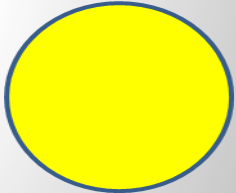
- Technology-creating institutions with resources
- Inventors in those institutions
- Effective IP tools and infrastructure
- Skilled and motivated practitioners
- Technology-business development partners, supporters, and accelerators
- Commercialization implementers
- Professional service providers
- Innovators, Entrepreneurs, and Intrepeneurs
- Investors
- Markets and customers

Creating economic value from invention also requires other factors:

- Reliable linkages between actors and essential elements
- Effective and proactive communication
- Facilitation of transactions
- People with skills, vision, and the right attitude

Creating economic value from invention requires ?:

People

- A networked community of skilled, creative, and motivated technology commercialization professionals
- in an ecosystem of committed and capable institutions
- with a sufficient number of valuable inventions with useful IP 
- and investors with the desire and patience to nurture new technology