

22/11/2005 13:00 CABINET KROES → 68812

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ROOSE Manouche (CAB)

CONF (The Danneberg) (Innovation)  
Please reply by CONFFrom:  
Sent:  
To:  
Subject:

vendredi 18 novembre 2005 9:24

KROES Neëlle (CAB)

Innovation Management - An EU priority - Views from a Japanese Innovation Management Consultant

Dear Hon. Commissioner Ms Kroes,

First of all I would like to congratulate you for the sterling work you and DG Comp is doing in the sphere of innovation.

In terms of your request for feedback on the 17th November I am taking this opportunity to express the views of a small marginal innovation management consultant.

#### 1-Funding for SME's patent applications.

Some SMEs can't even perfect their patents for lack of funding. They are then exploited by supposedly 'investment angels'. I suggest the setting up of a European Patent Foundation which would fund patents in return for 30% ownership of the patent economic benefit. If you consider 3000 patent annually at a cost of EUR20,000 each then we are talking EUR60million part of which can be funded by EIB and other big ticket serious banks. This way SMEs can guard their IP and foster them to pursue more aggressive innovation avenues.

#### 2-Innovation should be everywhere.

I regret to say that sometimes we regard innovation to be the domain of scientists. It is not. A cook can be innovative by offering a mouth watering dessert using fruits which are in abundance and save on using preservatives! We need to raise awareness everywhere that we can be innovative every day. If we commute to work sharing a car with a friend our social fibre will be richer and we will have the demand for energy by half in terms of commuting energy! People need to be made aware and incentivised (positive and negative).

#### 3-Get academia in touch with the business world.

We can't pay academia to do science 24x7 without some form of economic benefit! Twinnig programmes between academia and business should be encouraged. It is an indirect way how to fund innovation.

#### 4-Finally Intrapreneurship.

Companies who makes people redundant should have intrapreneurship programmes administered to them. Such a programme would fund the employees salaries for 6 months IF the employees are engaged to spin off their unit after the three months as an independent legal economic unit. This has been and is being done all the time. Wise people leave their job and start a new business based on what they know best. If we give this incentive to a wide majority of people on redundancy notices we will reduce unemployment and create more wealth collectively. In most cases governments are paying social benefits just the same and give incentives to unemployed to stay unemployed!

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I hope that you and your people will have time to pour over these views. If I can be of any assistance, please advise me and I would see how I can help.

Kindest regards and a nice weekend to you.

Joe

Joe MEILAK  
President  
Innovaxin Consulting