

# enterprise europe



*Business Support on Your Doorstep*

## BBS Guidelines for Technology Offers and Requests

Updated - Nov 2011



*with the input of WG Quality and Performance - WG IPR*

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## Latest updates

**The following chapters were updated / added in November 2011.**

- p.18 - 20 - 2.3.3. IPR – DEFINITIONS

# Introduction and Scope

## 1.1. About the Enterprise Europe Network

**The Enterprise Europe Network is a European initiative aimed at providing innovation and business support to small businesses across the EU.**

Since January 2008, the Network comprises close to 600 partners in 50 countries who offer a wide range of services to small- and medium-sized enterprises.

The Network is part of the Competitiveness and Innovation Framework Programme. It is a one-stop-shop for information on EU legislation, funding opportunities, assistance in finding business and technological partners and help in developing research and innovation capacities.

The Network is managed by the Executive Agency for Competitiveness and Innovation (EACI), set up by the European Commission's Directorates-General Enterprise and Industry, Environment and Transport and Energy.

## 1.2. What these Guidelines are for

The BBS guidelines aim to help you write better Technology Offers and Technology Requests (TOs and TRs). They are not mandatory: each TO and TR is, or should be, unique, and it may sometimes be sensible to ignore parts of the Guidelines. In most cases, however, respecting them will result in clearly written TOs and TRs, easily understood by Network members and their clients, which will bring more success.

## 1.3. Technology Offer or Business Offer? Technology Request or Business Request?

You should write a Technology Offer if your client develops a technology or an innovation and wishes to make it available to end-users abroad in order to carry out a technology transfer.

Likewise, write a Technology Request if, to solve a problem they have encountered, your client needs to find one or several partner(s) who will transfer the technology or know-how needed.

If your client needs partners to expand his business abroad for mainstream technologies or existing products, wants to establish franchises in other countries of the Network or find trade intermediaries or suppliers abroad, or in general make partnerships which do not involve technology transfers, write a Business Offer or a Business Request and insert it into the BCD database which is specifically aimed at facilitating business partnerships.

In doubt, ask colleagues or contact your Project Officer at the EACI for advice.

Remember: a network member can only submit BBS profiles for companies/research centres located in the geographical area of which he/she is in charge.

### 1.3.1. WHAT IS A TECHNOLOGY TRANSFER?

Numerous definitions of technology transfer exist. However, in the terms of the Enterprise Europe Network, it can best be described as **the successful application and/or adaptation of a technology developed in one organisation to meet the needs of one or more other organisations**. The transferred technology shall be innovative for the recipient.

A technology transfer not only includes transfer between organisations but also between different industrial sectors. A technology transfer is deemed to have been achieved once a licensing agreement, a joint venture agreement, a manufacturing agreement, and/or a commercial agreement with technical assistance has been signed.

### 1.3.2. WHAT DOES INNOVATIVE MEAN?

**The object of the agreement should focus on bringing a competitive advantage to the recipient. The innovative character should be assessed in the context of the recipient, not that of the developer.**

In terms of the Enterprise Europe Network, innovative character of technology can be understood as:

- New to the recipient's country
- New to the recipient's region of Europe.
- New to another industrial or business sector
- A new use for an existing technology.

## 1.4. Technology Offer or Technology Request?

It can sometimes be difficult to know whether to insert a Technology Offer or a Technology Request.

A good 'rule of thumb' is to ask the following question: which way is the money going to flow?

- **If your client has to pay** to get what he is looking for, it is probably a Technology Request.
- **If your client is going to receive money** from the partner he looks for, it is probably a Technology Offer.

## 1.5. Before you start writing

"*Time spent on reconnaissance is never wasted*". This military saying can also be applied to writing TOs and TRs. To prepare good-quality TOs and TRs you will find it useful to visit your client to discover the background to the TO or TR and to assess the level of the client's commitment.

Questions you might ask to your client are:

- Is the technology truly novel? Has a patent for it already been granted to you? Are you the IP owner or a licensee? Is it an existing technology applied in a novel way? At what stage is your patent? Application sent, patent search done, patent claims examined, patent granted? Each of these stages has a clear impact in the possibility to negotiate and reach a partnership agreement.

- If you have a prototype: has it been tested in the laboratory or in the field?
- What kind of partner are you seeking: industrial, academic, financial?
- What do you want your partner to do? More research, manufacture under licence, joint venture, provide finance?
- Have you already searched technological partners through the patent databases such as the free of charge tool **espacenet** or **patentscope** from WIPO<sup>1</sup>? <http://www.espacenet.com/index.en.htm> ; <http://www.wipo.int/pctdb/en>.
- What resources (people, time, money) will you commit to the project?
- What difference will it make to you if the TO/TR fails?

You will think of other relevant questions, but your aim is to create a complete picture of the TO or TR and your client's ambitions and abilities.

When you meet an entrepreneur, ask for access to his promotion material (brochure, Website...) and, if possible, his patents.

Using Internet search engines (e.g. [www.google.com](http://www.google.com), [www.altavista.com](http://www.altavista.com), [www.alltheweb.com](http://www.alltheweb.com)) might also be helpful to assess the likely competition to your client's TO or TR and clearly identify its innovative aspects and main advantages. Likewise, the patent databases mentioned above can point to likely competitors.

## 1.6. Important reminder

Once entered into the Enterprise Europe Network database Technology Offers and Technology Requests are sent to all Network Partners, or a geographical sub-set if desired.

It is important to realise that BBS profiles should remain readable by non-specialists: Network Partner staff members expert in other fields, or target companies who are potential users of a given technology but not specialised in it.

It therefore is vital that the information presented in the title and abstract be understandable by generalists and give a clear indication as to who is targeted by the information. The information given in the "Description" part can then be slightly more in-depth. It should in any case be sufficiently detailed to arouse an interest in potential partners.

Also bear in mind that, as full profiles will be disseminated on the Public Website and elsewhere in .pdf format, **the mention of trademarks and company names is not allowed in any section of a BBS profile.**

## 1.7. How to write good TOs and TRs

Preparing good Technology Offers (TOs) and Technology Requests (TRs) requires practice, but following some simple rules summarised below can help you get your message across.

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<sup>1</sup> World Intellectual Property Organization

- **Write with the reader in mind:** imagine you are talking to a Network colleague or a foreign client who might be interested in your TO or TR.
- **Use everyday English whenever possible:** keep very technical terms to a minimum. Only use them when you think they are necessary for subject experts to understand the technology.

Always remember: your *communication target* is *not the client* who asked you to submit the profile but the *profile recipient*: a colleague from the Enterprise Europe Network or a potential user company that reading the profile.

*Neither target is supposed to be a specialist in the field relevant to the profile; yet they have to understand what use they can make of the technology offered, or how they can address the technological need of the profile emitter, for a Technology Partnership Agreement (TPA) to happen.*

- **Use short sentences.** Stick to "one sentence, one idea".
- **Cut out unnecessary words** e.g. "The running costs of each unit are reduced", instead of "The running costs are reduced in respect of each and every unit."
- **Make the title of your TO or TR clear and simple:** remember that readers often use the title to decide if the TO or TR is worth reading.
- **Avoid jargon and explain acronyms:** e.g. "TOs and TRs" (Technology Offers and Technology Requests).
- **Avoid copying and pasting sections of text from other publications:** to use information from a Patent, change the style and use simpler words.
- **Read your TO or TR before submitting it to the BBS:** make sure it is accurate, clear, concise and readable. If possible, ask a colleague to proofread it.
- **Write the Abstract last:** it should be a short summary of the TO or TR. Avoid repeating the first paragraph of the Description box, but do include all the key points.
- **Respect the 500-character limit for the Abstract:** if you exceed it, the TO or TR will be rejected. Writing too little will not do justice to your TO or TR.
- **Take your time writing the abstract and title:** these are the first – and sometimes the only – thing potential partners or your client will see.

Many Network Partners only distribute in a first step the titles and abstracts of TOs and TRs to their clients, to save them time and avoid an overflow of non-relevant information.

Only if the clients are interested in the information title and abstract contain will they ask for the full profile. The title and abstract should therefore be as good as possible and reflect the technology offered or requested as well as possible.

- **The TO should stress what the technology does** (ie. "cheaper brewing process") rather than how it does it . This will make the business benefits of the technology more obvious and avoid disclosing sensitive information that risk the adequate exploitation of the profile and corresponding partnership agreement.



## 1.8. Partner search for nationally- or regionally-funded projects.

You can use the BBS to look for partners abroad for *existing* nationally- or regionally-funded projects.

- To do so, **insert a normal Technology Request** in the BBS focussing on the skills of the foreign partner looked for, and indicate that the objective is to contribute to a nationally- or regionally-funded research project.
- **"Partner Searches"** published in the BBS (with a title starting with PS - ) **are ONLY allowed for existing EU projects** (FP7...) looking for additional partners abroad. For Partner Searches, please refer to the Partner Search Guidelines published in the Network Intranet.

## 1.9. Inserting a Technology Offer / a Technology Request

To insert a Technology Offer/a Technology Request, log in into the Enterprise Europe Network intranet.

In the menu on the left-hand side, select "BBS" and "Insert".

- If you want to insert a Technology Offer, select "Technology Offer".
- If your want to insert a Technology Request, select "Technology Request".
- You then arrive on a page with an empty Technology Offer or Technology Request and are ready to input the information obtained from your client.

## 1.10. Additional help

To ensure that your TO or TR is written in comprehensible English, ask an English student or a native English speaker to read it and suggest improvements. Performing a British English spell check on your profile before publishing it should be a standard procedure. To turn it on in MS Word, click on "Tools" in the Menu bar, then on "Set Language", and select "English (UK)".

The websites below can help you. The list is not restrictive: feel free to use others.

- General guidance on using plain English: [www.plainenglish.co.uk](http://www.plainenglish.co.uk).
- The standard guide of the intricacies of the English language: **The Complete Plain Words**, by Sir Ernest Gowers, revised by Sidney Greenbaum and Janet Whitcut, Penguin ISBN 0-14-051199-7.
- Many online dictionary sites also offer thesauri that may come in handy to help express very technical concepts in simple words.
- The following websites can be useful:
  - [www.yourdictionary.com](http://www.yourdictionary.com).
  - [www.m-w.com](http://www.m-w.com): offers dictionary and thesaurus search.
  - [www.foreignword.com/Tools/dictsrch.htm](http://www.foreignword.com/Tools/dictsrch.htm): monolingual and translation search possibilities, useful for non-English native speakers.
  - [www.acronymfinder.com](http://www.acronymfinder.com): useful to expand technical acronyms.

# Technology Offer Profile

## 2.1 Technology Description

### 2.1.1 TITLE

The title should be clear and meaningful for non-experts in the technology or application field. It should enable clients to see if the Technology Offer interests them, and Network Partners to see which companies or researchers in their region might be appropriate partners. Remember that this is the very first section to be read: it should be clear, concise (it is not an ad, and there is room in the abstract and description for further details), and attractive (avoid "marketing speak": remain as matter-of-fact as possible).

Please remember that stand-alone acronyms, product names or trademarks are not allowed in the title.

### 2.1.2 ABSTRACT

*Please give a brief description of the technology (max. 500 characters).*

Remember: this section will be read immediately after the title and will be the basis on which the reader decides whether to read on. Therefore, within the limitation in length and the information specifications listed below (meant to help you target the relevant reader with the appropriate content), it should also be clear, concise and attractive. Abstracts should be written last. Therefore, do not repeat here the first paragraph of the TO description.

Remember that stand-alone acronyms, product name or trademarks are not allowed in the abstract.

The abstract of a TO should answer the following questions:

- Where (geographically) is it from?
- What sort of organisation is offering it?
- What is being offered (put the emphasis on the "what", not the "how")?
- What can it be used for?
- What are the main advantages for the user?
- Who are the targeted partners?
- What sort of deal is sought?

Example:

**The following example illustrates a format for the Abstract of a Technology Offer that usually works well:**

*"A small German company has developed a fibre optic oxygen sensor based on an opto-electronic measuring device suitable for use as a transducer for biosensors. Advantages over conventional electrodes include its small size, zero oxygen consumption during measurement, high sensitivity at low oxygen concentrations and*

*lack of interference by electric or magnetic fields. The company is looking for industrial partners interested in further development and research institutes and companies for testing of new applications."*

*...BUT this example has **521** characters with spaces: too long!*

Example of ways to shorten the Abstract text without changing its contents (modified text is struck through):

*"A small German company ~~has~~ developed a fibre optic oxygen sensor based on an opto-electronic measuring device ~~suitable for use~~ useable as a transducer for biosensors. Advantages over conventional electrodes include its small size, zero oxygen consumption during measurement, high sensitivity at low oxygen concentrations and lack of interference by electric or magnetic fields. The company ~~is looking~~ seeks industrial partners interested in further development and ~~in~~ research institutes and companies ~~for testing of~~ to test new applications."*

Result: **490** characters with spaces:

*A small German company developed a fibre optic oxygen sensor based on an opto-electronic measuring device useable as transducer for biosensors. Advantages over conventional electrodes include its small size, zero oxygen consumption during measurement, high sensitivity at low oxygen concentrations and lack of interference by electric or magnetic fields. The company seeks industrial partners interested in further development and research institutes and companies to test new applications.*

### 2.1.3 DESCRIPTION

*Please describe the relevant results or characteristics of the offer (max. 5,000 characters, including the "Innovation and advantages" field).*

Whenever possible, provide background information or a short introductory text to the technology described (this can usually be found with an internet search).

- Describe the technology or product; try to indicate clearly the innovation you propose (provide quantitative data if possible and put the emphasis on explaining the "what" and not on the "how").
- Provide information about the expertise or know-how of the proposer.
- Do not include a sales promotion of your technology or product.
- Do not include the advantages of the technology / product, it will come below.
- Provide a picture or drawing if available (it is possible to insert up to two images).
- Do not write your description with a specific market in mind: concentrate on the technological aspects of the technology/product you want to offer.
- In the field "Web link to present innovative product", **do not** put a link to a website where the name of the company and/or the direct contact to the client can be found: the profile must remain anonymous.

Remember that stand-alone acronyms, product names or trademarks are not allowed in the description.

#### 2.1.4 INNOVATIONS AND ADVANTAGES OF THE OFFER

*Describe clearly the innovative aspects, economic advantages/benefits of the technology:*

- Considering elements such as performance, ease of use, need of specific know-how, or expertise to adopt your technology.
- Avoid generalities such as “best” or “unique”, but try to specify innovation by comparison with prevailing technologies.
- Whenever possible, quantify the innovative aspects or advantages of your technology/product,, putting the emphasis on explaining the “what” and not the “how”.

#### 2.1.5 TECHNOLOGY KEYWORDS

Choose a maximum of five keywords applicable to the technology. This limit is mandatory.

- Try to use level three keywords: they are the most specific.
- Be aware that a search may be conducted using keywords alone.
- Focus on the technology itself, not on its market application(s).

#### 2.1.6 FURTHER INFORMATION (TECHNICAL DETAILS CONCERNING THE PROFILE)

- If useful, provide additional technical information on the product/technical solution without repeating what already stated in the description section.

#### 2.1.7 CURRENT STAGE OF DEVELOPMENT OF THE TECHNOLOGY OFFERED

Choose the appropriate stage of development of the technology.

- Development phase – laboratory tested
- Available for demonstration
- Available for demonstration – field tested
- Already on the market

## 2.2 Domain of application

#### 2.2.1 CURRENT AND POTENTIAL APPLICATIONS OF THE OFFER

Clearly establish the potential application(s) of the technology, perhaps considering more than one field. Do not forget that a technology created in a given field with a given context in mind can be applied in totally different and sometimes unexpected domains.

### 2.2.2 MARKET APPLICATIONS KEYWORDS

Choose a maximum of five keywords applicable to the technology. This limit is mandatory.

- Try to use level three keywords: they are the most specific.
- Be aware that a search may be conducted using keywords alone.
- Focus on the market application. Remember that it may be far from the domain to which the technology belongs.

### 2.2.3 COLLABORATION DETAILS

Select the type(s) of collaboration(s) looked for. Do not choose too many types of collaboration simultaneously.

Level 1	Level 2
<input type="checkbox"/> Licensing Agreement	
<input type="checkbox"/> Technical Cooperation	<input type="checkbox"/> Joint further development
	<input type="checkbox"/> Testing of new applications
	<input type="checkbox"/> Adaptation to specific needs
<input type="checkbox"/> Joint Venture	
<input type="checkbox"/> Manufacturing Agreement (Subcontracting & Co-contracting)	<input type="checkbox"/> Transfer of knowledge in new raw materials
	<input type="checkbox"/> New way to use an existing production line
	<input type="checkbox"/> Change in the partner sought's currently used technology (installations, process, facilities)
	<input type="checkbox"/> Absolutely novel process
<input type="checkbox"/> Commercial Agreement with Technical Assistance	<input type="checkbox"/> Assembly
	<input type="checkbox"/> Engineering
	<input type="checkbox"/> Technical Consultancy
	<input type="checkbox"/> Quality control
	<input type="checkbox"/> Maintenance

## Comments:

**Partners contribution** - Role and profile of the partners and tasks to be performed.

Indicate clearly:

- **The type of partner sought** (industry, academy, research organisation...).
- **The specific area of activity of the partner** (example: manufacturer of plastic packages, distributor of plastic packages, recycler of plastic packages, etc.).
- **The tasks to be performed** by the partner sought.
- If relevant, **its size**.

The **more focused the definition**, the **higher** the chances of finding the right partner.

## 2.2.4 TECHNOLOGICAL AGREEMENTS

## PARTNERSHIP

### 1. Licensing Agreement

A licensing agreement is a partnership between an intellectual property rights (IPR) owner (licensor) and another who is authorized to use such rights (licensee) in exchange for an agreed payment (fee or royalty). A variety of licensing agreements are available, which may be broadly categorized as follows:

- **Technology License Agreement**
- **Trademark Licensing and Franchising Agreement**
- **Copyright License Agreement, including software**

In practice, all or some of these agreements often form part of a single contract since in transfers of this nature many rights are involved and not simply one type of IPR. Licensing agreements might also happen during a merger or acquisition, or in the course of negotiating a joint venture.

All of these IPR protection mechanisms, either on their own or in combination, will provide your SME client, as a licensor or licensee, a wide variety of possibilities in conducting business in your own country or elsewhere. As an intellectual property (IP) owner and a licensor, your client SME can expand its business to the frontiers of your partners' business and ensure a steady stream of additional income. As a licensee, your client SME can manufacture, sell, import, export, distribute and market various goods or services which it may be prevented from doing otherwise.

In an international context, a formal licensing agreement is possible only if the IPR you wish to license is also protected in the other country (countries) of interest to you. If your IP is not protected in the other country (countries) then not only would you not be able to license it, but also you would have no legal right to put any restriction on its use by anyone else.

## **2. Technical Cooperation**

Technical cooperation requires that both parties play an active/creative role by providing their expertise or know-how in order to:

- Adapt a technology, a product or a process for a new application or sector.
- Develop a technology, a product or a process to meet new market needs.

The following types of cooperation agreements are regarded as valid:

- Co-development of a new product using the expertise of the Developer and the production facilities of the Recipient.
- Agreement between parties to develop a new version of an existing product to meet market needs.
- Feasibility study including tests -customised for a specific application.
- Consortium agreements, joint ventures and technological agreements between customer and suppliers can also be classified as technical cooperation.

## **3. Joint Venture**

A joint venture is a strategic alliance between two or more parties to undertake an economic activity together. The parties agree to create a new entity together, by both contributing equally, and then share the revenues, expenses, and control of the enterprise. The venture can be for one specific project only, or a continuing business relationship. It implies the creation of a formalised link between companies, with the sharing of commercially sensitive information to allow the development of new technologies, processes or products.

Spin-offs and start-up creations via partnerships between entrepreneurs from Universities, research organisations or inventors with investors (e.g. VC funds, business angels, strategic partners etc) are also valid joint ventures.

## **4. Commercial Agreement with Technical Assistance**

The provision of a number of services in support of, or essential to a transfer of technology:

- Assistance with starting up an installation.
- Advice on the use of a new process.
- Quality control.
- Technical Consultancy.
- Maintenance and machine repair.

Technical assistance ensures the effective start-up and/or maintenance of the transferred technology, but also covers the installation of technology (assembly, engineering work, testing, training).

## 5. Manufacturing Agreement (Subcontracting & Co-contracting)

These types of agreements are only valid if they involve some element of the transfer of expertise, know-how, technology and/or training. There are two clear examples where these types of agreements are valid:

- **Subcontracting Capacity:** the Developer transfers some of its know-how to the subcontractor to allow the subcontractor to perform the work required.
- **Subcontracting Specialties:** the Contractor selects the subcontractor on the basis of skills, expertise and know-how it possesses, to develop new processes and technologies.
- **Transfer of knowledge in new raw materials:** the developer has a technology to eliminate some specific type of pollutants from contaminated soils and the partner looked for should improve the technology to make it possible to eliminate additional types of pollutants.
- **New way to use an existing production line:** the developer has found a way to modify cardboard-cutting machines to be able to use it to cut glass. He offers other companies to use his technology to do the same with their cardboard-cutting machines.
- **Change in the partner sought's currently used technology** (installations, process, facilities): the developer created a technology to clean heat exchangers without chemicals. To use the technology, the potential partner will need to make changes in his heat exchanger system.
- **Absolutely novel process:** the developer found a better way and made a machine to sterilise corks, using microwave. It offers the technology to cork companies who will have to integrate a new microwave machine in their production line to replace the chemical treatment unit they used previously.

### 2.2.5 INVALID TYPES OF TECHNOLOGICAL PARTNERSHIP AGREEMENTS

#### 1. Agency / Distribution agreements:

Agency and distribution agreements refer to agreements reached with an agent or distributor to find markets for a product. This is a purely commercial form of activity. The agent or distributor will only receive information on the product, advantages, performance, costs etc. to help sell it, but this does not constitute a technology transfer. The agent is simply signing an agreement that allows him to sell the technology on to another company for commercial gain.



## 2.3 Other information

### 2.3.1 ORGANISATION/COMPANY SUBMITTING THE TECHNOLOGY OFFER

Type	<input type="checkbox"/> Industry	<input type="checkbox"/> Technical Centre/Technology transfer centre
	<input type="checkbox"/> Research institute/University	<input type="checkbox"/> Services
	<input type="checkbox"/> Other: please specify*	
*Comments		
Size		
<input type="checkbox"/> > 10 employees	<input type="checkbox"/> 11-49 employees	<input type="checkbox"/> 50-249 employees
<input type="checkbox"/> 250-500 employees	<input type="checkbox"/> > 500 employees	

### 2.3.2 INTELLECTUAL PROPERTY RIGHTS (IPR)

*(For offers only)*

- Patent(s) applied for but not yet granted       Patents granted  
 Copyright(s) registered       Exclusive rights  
 Secret know-how       Others (registered design, plant variety right, etc)

- **Do not provide too detailed information on the patent**, simply indicating the countries covered by the patent is sufficient.
- **If the exclusive rights box is ticked you should indicate in which states it is valid and** a few words about the holder.
- If the "others" box is ticked you should indicate what exactly the IPR consist of: trademark registration, plant variety right, design patent, etc. or whether no IPR of any kind apply.

### 2.3.3 IPR – DEFINITIONS AND MEANING

Creations and innovations produced by the human intellect are important components of technology transfer, but how can we protect innovations that cannot be patented?

Innovations can be patented, but not always, if they do not meet the patentability criteria. Under the system of intellectual property, it is likely that innovations and creations are protected under other forms of intellectual property rights such as utility models, industrial designs, trademarks, know how, trade secrets, copyright and related rights, sui generis database rights, plant variety rights, and rights of creators of topographies of semiconductor products, as examples.

For concise definitions of IPR go to

[http://www.wipo.int/about-ip/en/studies/publications/ip\\_definitions.htm](http://www.wipo.int/about-ip/en/studies/publications/ip_definitions.htm)

For further information on IPR, go to

<http://www.european-patent-office.org/wbt/pi-tour>

Essential IPR definitions are described below.

#### **1. Copyright**

Copyright refers to exclusive rights given to creators for their literary, artistic and scientific works.

The kinds of works covered by copyright include: literary works such as novels, poems, plays, reference works, newspapers and computer programs; databases; films, musical compositions, and choreography; artistic works such as paintings, drawings, photographs and sculpture; architecture; and advertisements, maps and technical drawings.

These rights can be licensed, transferred and/or assigned.

Copyright itself does not depend on official procedures. A created work is considered protected by copyright as soon as it exists. However, many countries have a national copyright office and some national laws allow for registration of works for the purposes of, for example, identifying and distinguishing titles of works.

In certain countries, registration can also serve as "prima facie" evidence (evident proof) in a court of law with reference to disputes relating to copyright. Copyright covers or lasts the lifetime of the creator/author, and a further 70 years after his or her death.

#### **2. Patent**

A patent is an exclusive right (an Intellectual Property Right) granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.

A patent covers (protects) the function, operation or construction of an invention. In order to be patentable, a function must be innovative, have an industrial application and be described in clear and precise terms that a man with knowledge and skills in the relevant field of the technology is capable of reproducing in terms of the process or product described.

An invention must, in general, fulfil the following conditions to be protected by a patent:

- It must show an element of novelty, that is, some new characteristic which is not known in the body of existing knowledge in its technical field. This body of existing knowledge is called "prior art";
- It must have an industrial application;
- Be described in such a fashion that a man of the art is capable of reproducing the process.

Furthermore, the right must be claimed in a formal patent application and its subject matter must be accepted as "patentable" under law.

In many countries, scientific theories, mathematical methods, plant or animal varieties, discoveries of natural substances, commercial methods, or methods for medical treatment (as opposed to medical products) are generally not patentable.

You may obtain patent protection:

- By filing applications to the National Intellectual Property Offices, depending on in which countries the protection is wanted to be obtained. Patent is a territorial right, it means that protection is extended only within the country where it has been granted a patent to the innovation.
- By filing an "international application" or "PCT application": The Patent Cooperation Treaty (administered by WIPO) provides a simplified procedure for filing patent applications to protect inventions in each of its contracting states. The PCT does not provide for grant of international patents. As such international patent does not exist, and the grant of patents is prerogative of each national patent office.
- By the so called European patent: it is initiated by filling one application at the European Patent Office in Munich, or at its branches at The Hague or Berlin or at a national patent office of a contracting state. A European patent is a single regional proceeding. An applicant for a European patent designates those Contracting States in which protection for the invention is desired. However, after being granted, a European patent is not a unitary right, but a group of national patents, essentially independent, nationally-enforceable and nationally-revocable in each contracting state.

The term of protection lasts 20 years, and it is not renewable. This exclusive right can be licensed, transferred and/or assigned.

It is important to file a patent application before publicly disclosing the details of the invention. In general, any invention which is made public before an application is filed would be considered prior art (although the definition of the term "prior art" is not unified at the international level, in many countries, it consists of any information which has been made available to the public anywhere in the world by written or oral disclosure).

In countries which apply the above definition of the term "prior art", the applicant's public disclosure of the invention prior to filing a patent application would prevent him/her from obtaining a valid patent for that invention, since such invention would not comply with the novelty requirement. Some countries, however, allow for a grace period, which provides a safeguard for applicants who disclosed their inventions before filing a patent application, and the novelty criteria may be interpreted differently depending on the applicable law.

If you find yourself in a situation where you must disclose your invention to a potential investor or a business partner before filing a patent application, any disclosure should be preceded by a confidentiality agreement.

Further information: <http://www.wipo.int/patentscope/en/patents/>

### **3. Utility Models:**

In some countries, filing for a utility model is another option to consider before applying for a patent. Utility models are known under different names, depending on which country the patent is filed in. Terms such as "petty patent", "innovation patent", "minor patent", and "small patent" are all applicable when describing utility model patents.

Advantages of utility models over patents:

- The requirements for granting utility models are less stringent ("inventive step may be lower or absent)
- Procedure is faster and simpler than for patents.
- Acquisition and maintenance fees are generally lower than those applied to patents.
- Terms of duration: between 7 to 10 years, is not renewable.
- Utility models, in some countries are limited to certain fields of technologies and may only be available for products (not for processes)
- Utility models are considered particularly suited for SMEs that make "minor" improvements to, and adaptations of, existing products. Utility models are primarily used for mechanical innovations.

Further information:

[http://www.wipo.int/sme/en/ip\\_business/utility\\_models/utility\\_models.htm](http://www.wipo.int/sme/en/ip_business/utility_models/utility_models.htm)

#### 4. Trade marks:

A trade mark is any sign capable of being represented graphically, particularly words, including personal names, designs, letters, numerals, the shape of goods or of their packaging which serves in business to distinguish the goods and services of one undertaking from those of other undertakings and over which the owner has an exclusive right.

A trademark may be any word, name, slogan, symbol, promotional mascot, package design or a combination of these elements that serve to identify and distinguish a product from others in the marketplace and identify it with its originator. Even a sound, colour, smell, or hologram can function as a trademark.

Further information: <http://www.wipo.int/trademarks/en/trademarks.html>

#### 5. Industrial Designs:

An industrial design is the ornamental or aesthetic aspect of an article. The design may consist of three-dimensional features, such as the shape or surface of an article, or of two-dimensional features, such as patterns, lines or colour.

Industrial designs are applied to a wide variety of products of industry and handicraft.

To be protected under most national laws, an industrial design must appeal to the eye. This means that an industrial design is primarily of an aesthetic nature, and does not protect any technical features of the article to which it is applied. The design must be novel, and have individual character (meaning that an informed user would find it different from other designs available to the public).

An industrial design is the outward appearance of a product or part of it, resulting from the features of, in particular, the lines, contours, colours, shape, texture and/or materials of the product itself and/or its ornamentation. A design cannot protect the function of a product.

An industrial design shall meet the legal requirements of novelty and individual character. This means that an industrial design shall be considered to be new if no identical design has been made available to the public before. To have an "individual character", means that the overall impression it produces on the average informed user differs from the overall impression produced on such a user by any design which has been made available to the public before.

Further information: <http://www.wipo.int/designs/en/designs.html>

#### 2.3.4 INTERNAL REFERENCES

- **BBS Standard Reference:** automatically given by the system, non-editable, unique to each BBS profile.
- **Enterprise Europe Network internal reference:** given by the Network member itself, editable.

#### 2.3.5 EXPLOITATION OF RTD RESULTS

- To be selected in the field within a predefined list of funding sources.

#### 2.3.6 PREFERRED COUNTRIES

- To be selected in the field within a predefined list of network partners countries.

#### 2.3.7 ASSOCIATED SECTOR GROUP

- To be selected in the field within a predefined list of Associated Sector Groups.
- Selecting a particular sector group will ensure an immediate targeted dissemination to all the members of the sector group selected (this function is currently unavailable).

#### 2.3.8 CONTACT INFO

- Automatically displayed on the author's PC, contains contact details of the person to be contacted regarding this entry (usually the author himself).

# Technology Request Profile

## 3.1 Technology sought

### 3.1.1 TITLE

The title should be clear and meaningful for non-experts in the technology or application field. It should enable clients to see if the Technology Request is interesting for them, and Network partners which companies or researchers in their region might have the appropriate solution. Remember that this is the first section to be read: it should be clear, concise (it is not an ad, and there is room in the abstract and description for further details), and attractive (avoid "marketing speak": remain as matter-of-fact as possible).

### 3.1.2 ABSTRACT

*Please give a brief description of the technology (max. 500 characters).*

Remember: this section will be read immediately after the title and be the basis on which the reader will decide whether there is any interest in reading the rest of the profile. Therefore, within the limitation in length and the information specifications listed below (meant to help you target the relevant reader with the appropriate content), it also has to be clear, concise and attractive. The Abstract should be written last. Therefore, do not repeat here the first paragraph of the TR description.

The abstract of a TR should answer the following questions:

- Where (geographically) is it from?
- What kind of organisation is looking for the technology?
- What technology are they looking for?
- What will the technology be used for?
- What stage of development should the technology be at?

For a Technology Request, the abstract should be along the following lines:

"A French company is looking for a technology to detect fruit stone residues left behind after the removal of stones from fruit. Ideally, the detection system should have a treatment capacity of 1 to 2 tonnes per hour (100,000 to 200,000 fruit per hour), although 0.5 tonnes per hour would be acceptable. The size of the stone residues ranges between 0.5 and 5 mm. The technology requested can either be at the laboratory stage or fully developed."

### 3.1.3 DESCRIPTION

*Please give a description of the characteristics of the request (max. 5,000 characters, including the “technical specification” field).*

- It is useful to identify the current activities of the company.

A technology request may arise in two situations:

**Your client wants to improve his process or an existing product or needs some help for the development of a new product, or specific expertise for its manufacture.** The product and/or processes should be briefly described and the targeted prices and production throughput should be given.

- Why does this company want to improve a current process or product?
- What is the current technical problem to be solved, what process is to be improved and why?

**Your client wants to broaden the range of his products or services.** In this case, a short description of the client's production facilities and of his marketing department and commercial skills would be useful.

- Include a description of the problem to be solved or technology requested.
- Provide information about the current process / product to improve.
- Clearly specify the technical requirements.

Describe what is intended to be done with the technology sought, and where the product manufactured with the requested technology will be used.

### 3.1.4 TECHNICAL SPECIFICATIONS/SPECIFIC TECHNICAL REQUIREMENTS

The product and/or processes should be briefly described and the targeted prices and production throughput should be given.

- What are the technologies the company believes could be suitable?
- What are the technologies the company is sure are not suitable?
- Are there some specific requirements to take into consideration (temperature, pressure, size, etc)?
- Clearly specify the technical requirements.

### 3.1.5 TECHNOLOGY KEYWORDS

Choose a maximum of five keywords applicable to the technology. This limit is mandatory.

- Try to use level three keywords as these are the most specific.
- Be aware that a search may be conducted using keywords alone.



### 3.1.6 FURTHER INFORMATION (TECHNICAL DETAILS CONCERNING THE PROFILE)

- If useful, provide additional technical information without repeating what is already stated in the description section.

## 3.2 Domain of application

### 3.2.1 COLLABORATION DETAILS

Select the type(s) of collaboration(s) looked for. Do not choose too many types of collaboration simultaneously.

Level 1	Level 2
<input type="checkbox"/> Licensing Agreement	
<input type="checkbox"/> Technical Cooperation	<input type="checkbox"/> Joint further development
	<input type="checkbox"/> Testing of new applications
	<input type="checkbox"/> Adaptation to specific needs
<input type="checkbox"/> Joint Venture	
<input type="checkbox"/> Manufacturing Agreement (Subcontracting & Co-contracting)	<input type="checkbox"/> Transfer of knowledge in new raw materials
	<input type="checkbox"/> New way to use an existing production line
	<input type="checkbox"/> Change in the partner sought's currently used technology (installations, process, facilities)
	<input type="checkbox"/> Absolutely novel process
<input type="checkbox"/> Commercial Agreement with Technical Assistance	<input type="checkbox"/> Assembly
	<input type="checkbox"/> Engineering
	<input type="checkbox"/> Technical Consultancy
	<input type="checkbox"/> Quality control
	<input type="checkbox"/> Maintenance

**Comments: Partners contribution:** Role and profile of the partners and tasks to be performed.

Indicate clearly:

- **The type of partner sought** (industry, academy, research organisation...).
- **The specific area of activity** of the partner (example: manufacturer of plastic packages, distributor of plastic packages, user of plastic packages, disposal of plastic packages, etc.).
- The tasks to be performed by the partner sought.

- If relevant, **its size**.

The more **focused the definition**, the **higher** the chances of finding the partner.

**Types of Technology Partnership Agreements (TPA):** Licensing Agreement, Technical Cooperation, Joint Venture, Manufacturing Agreement and Commercial Agreement with Technical Assistance: **for details, see pp. 13-15.**

### 3.3 Other Information

#### 3.3.1 ORGANISATION/COMPANY SUBMITTING THE TECHNOLOGY REQUEST

Type	<input type="checkbox"/> Industry	<input type="checkbox"/> Technical Centre/Technology transfer centre
	<input type="checkbox"/> Research institute/University	<input type="checkbox"/> Services
	<input type="checkbox"/> Other: please specify*	
*Comments		
Size		
<input type="checkbox"/> > 10 employees	<input type="checkbox"/> 11-49 employees	<input type="checkbox"/> 50-249 employees
<input type="checkbox"/> 250-500 employees	<input type="checkbox"/> > 500 employees	

#### 3.3.2 INTERNAL REFERENCES

- BBS Standard Reference: automatically given by the system, non-editable, unique to each BBS entry.
- Enterprise Europe Network internal reference: given by the network itself, editable.

#### 3.3.3 PREFERRED COUNTRIES FOR DISSEMINATION

- To be selected in the field within a predefined list of network partners countries.

#### 3.3.4 ASSOCIATED SECTOR GROUP

- To be selected in the field within a predefined list of Associated Sector Groups.

#### 3.3.5 CONTACT INFO

- Automatically displayed on the author's PC, contains contact details of the person to be contacted regarding this entry (usually the author himself).

# TO / TR Submission and Quality Check

## 4.1 General information

TO and TR profiles undergo a Quality Check (QC) procedure before being published and disseminated to Network staff and client companies. This procedure has been implemented in order to maintain a good level of quality in TO/TR profiles, on which a good part of the credibility of our Network rests.

Once a TO/TR profile is ready for submission, its author clicks on "Submit" at the bottom of the TO/TR form to send it to the validators for QC. If the author clicks on Save, the profile is saved and available for further changes, but is not sent to the validators until the author clicks on Submit.

There are two levels of QC:

- Internal QC within the organisation.
- External QC at the EACI.

### 4.1.1 INTERNAL QUALITY CHECK

The Partner Administrator of each organisation should give "BBS local reviewer" privileges to those who will be in charge of the internal QC of the BBS profiles, following the BBS Guidelines.

The person doing the internal QC should not be the person who inserted the profile.

Once the internal QC is done, the BBS local reviewer clicks on "Submit", and the profile is sent to the EACI for the external QC.

### 4.1.2 EXTERNAL QUALITY CHECK

Upon receiving the profile, the EACI validators carefully QC the profile for conformity with the Guidelines, the Technology Partnership Agreement (TPA) definitions, and the relevant content-related specifications issued by the European Commission.

If the profile complies with the Guidelines and TPA Definitions, it is validated.

If additional information is needed in some fields, pieces of information are not featured in the correct fields, or the type of collaboration expected from the partner does not qualify the profile for a TPA, the profile is either put on hold or rejected – in both cases with relevant comments.

- **The normal external validation delay is five working days.**

## 4.2 Automatic validation

Some fields in a profile are not relevant to Quality Check:

- Deadline due.
- Contact details (name, first name, phone, fax, email).
- Keywords (validators do not change them; they just have to be there).
- Company details.
- Own profile reference given by the Network partner (it just has to be there).
- Preferred Countries.

**Important:** when a profile has already been validated and is being updated.

- If the update only concerns one or more of those fields, the profile is validated automatically upon submission, without QC by the validators.
- If a profile is being inserted for the first time, saved, and updated only in the abovementioned fields before being submitted, the profile is sent to the validators' for QC upon submission, because it has not been validated yet.

# Examples of good Technology Offers and Technology Requests

## 5.1 Technology Offer

### **Biodegradable nets and net bags offering highest strength due to innovative weaving process (Double-Twist Technology)**

#### **Abstract:**

An Austrian SME in the packaging sector has developed a new environmentally friendly weaving process for the production of netting textiles with a high tensile strength and considerably less expenditure of material. Presently the process is used for the production of packaging nets. Partners from the textile and packaging industry are being sought for the development of further applications and to exploit the existing know-how (Licence agreements).

#### **Description:**

This weaving process for biodegradable nets and net bags can be used for the production of any sort of textile. The use of natural materials (cotton, cellulose, flax, hemp) and the additional tensile strength provided by the employment of the Double-Twist Technology give the new textile with a broad spectrum of uses:

- Packaging nets: Tubular netting, net bags, anti-theft nets, nets to cover pallets
- Nets for use in the agricultural sector: Early-ripening nets, straw-ball-nets, hail-protection nets, nets for protection against birds, nets for climbing plants, tree-protection nets.
- Nets for use for work on buildings.
- Transport protection nets.
- Technical nets (e.g. as reinforcement for paper, hard cartons or homogenous lamina) Underlying basis for plastering.
- Fishing nets.

Today, practically, only plastic sacks are used. The demand and the requirement for this World Novelty are enormous.

About 30 years ago, production of Netbags was begun with the aim of packaging fruit and vegetables so that they could be seen inside the packaging. The manufacture of these bags (knitting process) often led to "stocking-ladder" holes, involving uncontrolled loss of contents, stoppages in the filling machines and losses of product contents during transport to the consumer. Also, this type of bag production involved a 25% wastage loss. The new weaving process allows the production of multi-layer textile and thus the manufacture of net bags in a single working phase. "Stocking-ladder" holes cannot occur in completed bags, only a few threads in individual bags

can be damaged, but not the whole roll. Thus, in production, the wastage rate ("natural" waste) is 10% at most.

The current process for the manufacture of textiles from natural threads / Bio Net Bags is described in three patents:

**Double-Twist Technology:**

In this completely new weaving process each thread of the textile is twisted twice round all the other threads.

In this way is achieved either, with the same amount of raw material used, considerably greater degree of tensile strength or, with the same degree of tensile strength a saving of raw material used of up to 40% (for comparable sheet weight).

Reversal of Weave at the edges of the textile, to improve stability of the shape and the optical impression of the net bags.

**Built-in Loops:**

In this way, the net bags are produced in rolls making them also suitable for use in automatic filling machines (Automatic bags).

With the use of flax, hemp, cotton or cellulose (self-regenerative raw materials), valuable mineral oil resources are not expended and moreover, the net bags can be composted after use. Natural fibres are humidity regulating and allow natural breathing. The product therefore remains demonstrably fresh for a longer time. Flax and hemp have a natural resistance to mould, insects and mice. They also provide a natural environment in which the premature sprouting of potatoes and onions is retarded.

The increased demand for organic foodstuffs by the consumer results in a growing market for biogenic packaging because this makes the product more attractive at the point of sale.

In 2000 the Bio Net Bags were nominated at the award of the Austrian State Prize for exemplary packaging and received the Austrian Eco-Design-Prize.

### **Innovations and Advantages of the Offer:**

- Bags for use in automatic machines can be provided as well as individual bags, with or without drawstrings.
- Those new Bio Net Bags can be used in all current automatic filling machines. And in contrast with synthetic bags produced in the traditional knitting process, it is not possible for ladders to appear through which some of the product can be lost. Thus stoppages of automatic machines, loss of product and unnecessary rejection can be avoided.
- In contrast to current plastic bags with incorporated lamina bands, the net bags made from natural fibres have no sharp cutting edges. The contents are therefore better protected against damage and the package is easier for the consumer to handle.
- The Bio Net Bags can be disposed of after use directly into the bio waste container for composting – thus protecting the environment.

- The Bio Net Bags can be produced in any colour desired, or multicoloured (up to six different yarn colours). The colours are of course only those suitable for use with foodstuffs.
- The Bio Net Bags can meet individual customer requirements ranging from broad-mesh to opaque. It is also possible to incorporate varying weaves in any one type of sack and items such as a transparent window so that the product can be seen.
- Firm logos and texts can now be directly incorporated into the weave. (Previously these were achieved only by means of a banderole.)
- Taking into account the costs of the disposal of plastic, price approaches that for plastic bags.

Technology Keywords:	Packaging / Handling Plastics, Rubber, Polymers and Composite Materials Textiles Technology Food Packaging / Handling
Current Stage of Development:	Already on the market
Exploitation of RTD Results:	PRIVATE RESEARCH
Intellectual Property Rights:	Patent(s) granted
	Comments European patent registration and international application (PCT)
Organisation/Company Type:	Industry
Organisation/Company Size:	<50
Brief Market Application Codes:	Fisheries, resources of the sea Food - Agro Industry Industrial manufacture Materials technology
Detailed Market Application Codes (VEIC):	Keywords General food products Garden and horticultural products Other Consumer Related (not elsewhere classified) Processes for working with plastics Other industrial process machinery for textile, paper and other industries Textiles (synthetic and natural) Packing products and systems

Agriculture, Forestry, Fishing, Animal Husbandry and Related Products

Manufacture of building materials

Distribution of building products and systems

Highlights

Net-bags produced in rolls to make them also suitable for use in automatic filling machines (Automatic bags)

Collaboration Type:

Technical Cooperation

License agreement

Manufacturing agreement (Subcontracting & Co-contracting)

Comments

Licence Agreement: Exploitation of the technology all over Europe

Technical Cooperation: Development and adoption of further applications

Manufacturing Agreement:

Contracting for production and distribution of net bags.

Preferred Countries for diffusion: ALL



## 5.2 Technology Request

### **Lubrication technology to reduce tool wear and improve line speed of fine steel wire drawing**

#### **Abstract:**

A leading supplier of welding consumables is seeking continuously working lubrication technologies. These should reduce tool wear and improve line speed by applying consistent lubricant films during the wire drawing process of its cored-wire products. Possible application technologies – either prototype or production – could include spray, brush and electrostatic. The company is looking for a licence, equipment with technical support or partners with suitable technology for joint exploitation.

#### **Description:**

In welding consumables, metal-cored wire is a cross between solid wire and flux-cored wire. The wire is made by forming a strip of metal into a trough, and the core inserted by adding a metal powder formulation using a controlled waterfall technique. The metal strip is then closed, and the wire diameter is reduced by drawing to the correct size through a series of carbide surfaced roller die. The final process involves a diamond die to remove the square section and produce a round wire.

Lubrication improves draw ability, and reduces the required drawing force, wear on the die, and surface temperature on the die and on the wire. The current lubrication technology is based on the use of soaps – the alkali-salts and the ground-alkali-salts of higher molecular fatty acids – and is applied by drawing the steel wire through solid blocks of this material at various stages of the drawing cycle. This technology prevents the lubricant from entering the core of the wire through the mechanical gap in the steel outer casing, and enables Stage 1 line speeds of around 120m/min. However, it is messy, limits line speeds and requires baking at the end of the process to remove the residues, which would otherwise introduce hydrogen contamination.

The company is looking for partners with appropriate lubrication technologies that could be incorporated into both existing and new process lines. The technologies should be proven, applicable and available at a reasonable cost.

#### **Technical Specifications / Specific technical requirements:**

The ideal lubrication technology should:

- Be suitable for steel strip being formed first into a trough and then into a 4mm diameter cored wire that is drawn down in stages to approx. 1.2mm.
- Ensure lubricant does not enter the mechanical 'gap' in the outer steel jacket of the wire, especially in the early stages of the drawing process.
- Optimise the application of lubricant.

- Reduce die and tool wear.
- Help improve Stage 1 line speed to 180m/min.
- Remove the need for batch baking of finished product or enable baking to be carried out online.

Technology Keywords: Industrial Engineering / Processes / Manufacturing Techniques

Organisation/Company Type: Industry

Organisation/Company Size: 250-500

Brief Market Application Codes: Industrial manufacture

Comments

Manufacture of welding consumables - cored steel wire drawing.

Preferred Countries for diffusion: ALL

# Frequent mistakes, Dos and Don'ts

## 6.1 Abstract / Full description

- Even if the Description of the Offer or Request can be more in-depth than the Abstract, do not make it overly complex and keep in mind that the person reading the profile is not necessarily the end-user but often a Network Partner. The profile must be clear and understandable to non-specialists.
- It is very important to explain WHO can be interested by the profile and WHY in clear, understandable terms. More technical details can follow but a first easily understandable paragraph is more than useful.

## 6.2 Collaboration types and Comments box

### 1. Collaboration types

- The sub-types of agreements (e.g. Transfer of knowledge in new raw materials) are often selected "en masse" without explanation in the Comments box.
  - Transfer of knowledge in new raw materials.  
***Is not the same thing as***
    - Change in the partner sought's currently used technologies (installations, process, facilities).
- When selecting several types of collaboration, you have to give additional information in the "Comments" box, and the type of collaboration the company looks for must be clearly understandable.

### 2. Commercial agreement with technical assistance:

- In many technology offers, companies offering a technology for a commercial agreement with technical assistance ask the partner looked for to provide the technical assistance.
- In a commercial agreement with technical assistance, the company offering the technology is the one providing technical assistance to the potential partner so he can use the technology. It DOES NOT concern the technical assistance that partner will have to give clients once the technology has been transferred and he starts, e.g., to produce and sell it.
- Make sure to detail which technical assistance will be given by the offering company to the partner with which the commercial agreement will be made.  
When selecting "Commercial agreement with technical assistance": if, in the "Comments" box, you put "Technical assistance" under "Task to be performed", you are asking the potential partner to give you the assistance.
- Commercial agreements without technical assistance will be rejected.

### **3. Collaboration type / Comments:**

- In the "Comments" box, you **MUST** put all the information requested – preferably under the three headings already given as it makes for easier reading.
  - Type of partner sought:
  - Specific area of activity of the partner:
  - Task to be performed:
- If you decide to write this information differently, you **MUST** put **ALL THREE** pieces of information required, or your profile will be put "On Hold".

### **4. Collaboration type / Comments / Tasks to be performed:**

- In the "Comments" box, under "Tasks to be performed", indicate what the partnership will be like, i.e. what both partners – your client and the partner he looks for – will be doing.
- The description of the tasks to be performed must be factual, not a flowery phrase.
- It **MUST BE A TASK**, i.e. an action. "Knowledge of xxx production" is **NOT** good. "The company is looking to transfer technology and know-how to a yyy." is also **NOT** good.

## **6.3 Vocabulary, Syntax and big blocks of text**

The quality of a profile does not only rest in the technical details it contains: a good technology badly presented reflects badly on the offering entity and might scare away potential partners.

### **1. Vocabulary and Syntax:**

Always double-check:

- Spelling and the vocabulary: using e.g. the "spell check" function of MSWord and on-line dictionaries.
- Syntax: make sure your sentences have **ONLY ONE** meaning by checking the syntax. With a different syntax, some sentences acquire a completely different meaning, as illustrated in the following well-known example:
  - "A woman without her man is nothing".
  - "A woman: without her, man is nothing".

## 2. Paragraphs:

- Make short sentences and paragraphs: breaking the text down makes reading easier and highlight the innovations of the technologies offered/requested.
- It also helps you to see if some information is missing or if some sentences need rewriting.

### ***What "Description fields" often look like (text from Wikipedia):***

Works on grammar were being written long before modern syntax came about; the *Astādhyāyī* of Pānini is often cited as an example of a pre-modern work that approaches the sophistication of a modern syntactic theory.[1] In the West, the school of thought that came to be known as "traditional grammar" began with the work of Dionysius Thrax. For centuries, work in syntax was dominated by a framework known as *grammaire générale*, first expounded in 1660 by Antoine Arnauld in a book of the same title. This system took as its basic premise the assumption that language is a direct reflection of thought processes and therefore there is a single, most natural way to express a thought. That way, coincidentally, was exactly the way it was expressed in French. However, in the 19th century, with the development of historical-comparative linguistics, linguists began to realize the sheer diversity of human language, and to question fundamental assumptions about the relationship between language and logic. It became apparent that there was no such thing as a most natural way to express a thought, and therefore logic could no longer be relied upon as a basis for studying the structure of language.

The Port-Royal grammar modelled the study of syntax upon that of logic (indeed, large parts of the Port-Royal Logic were copied or adapted from the *Grammaire générale*[2]). Syntactic categories were identified with logical ones, and all sentences were analyzed in terms of "Subject – Copula – Predicate". Initially, this view was adopted even by the early comparative linguists such as Franz Bopp. The central role of syntax within theoretical linguistics became clear only in the 20th century, which could reasonably be called the "century of syntactic theory" as far as linguistics is concerned. For a detailed and critical survey of the history of syntax in the last two centuries, see the monumental work by Graffi (2001).

### ***What they should look like:***

Works on grammar were being written long before modern syntax came about; the *Astādhyāyī* of Pānini is often cited as an example of a pre-modern work that approaches the sophistication of a modern syntactic theory.[1] In the West, the school of thought that came to be known as "traditional grammar" began with the work of Dionysius Thrax.

For centuries, work in syntax was dominated by a framework known as *grammaire générale*, first expounded in 1660 by Antoine Arnauld in a book of the same title. This system took as its basic premise the assumption that language is a direct reflection of thought processes and therefore there is a single, most natural way to

express a thought. That way, coincidentally, was exactly the way it was expressed in French.

However, in the 19th century, with the development of historical-comparative linguistics, linguists began to realize the sheer diversity of human language, and to question fundamental assumptions about the relationship between language and logic. It became apparent that there was no such thing as a most natural way to express a thought, and therefore logic could no longer be relied upon as a basis for studying the structure of language.

The Port-Royal grammar modelled the study of syntax upon that of logic (indeed, large parts of the Port-Royal Logic were copied or adapted from the *Grammaire générale*[2]). Syntactic categories were identified with logical ones, and all sentences were analyzed in terms of "Subject – Copula – Predicate". Initially, this view was adopted even by the early comparative linguists such as Franz Bopp.

The central role of syntax within theoretical linguistics became clear only in the 20th century, which could reasonably be called the "century of syntactic theory" as far as linguistics is concerned. For a detailed and critical survey of the history of syntax in the last two centuries, see the monumental work by Graffi (2001).