

Game-based training for IP management in R&D collaboration

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As firms increasingly use open collaborative approaches for innovation, there is a growing need for advanced IP management skills.

Aims

To develop and integrate strategic IP decision-making with business strategy and corporate management to foster success at the micro and macro level of firms collaborating around R&D.

Deliverables

- ✓ Training of strategic decision-making and negotiation skills from practical scenarios and real-time feedback
- ✓ Learning in a fun, neutral and risk-free setting together with colleagues and peers
- ✓ Research and training material for internal company use that can strengthen future joint development projects.

Company name										
	Camera	Antenna	Screen	Memory	Battery	Wifi	GPS	Housing	Bluetooth	Speakers
Basic										
Improve										
Method										
Markets	US Aim +10%		Korea Aim +10%			China Aim +10%		EU Aim +10%		Taiwan/Japan Aim +10%
Class 1	1 (\$<600)		1+1 (\$<600)					1+1+1+1 (\$<600)		1*5 (\$600-900)
Class 2			2+2 (\$<600)			2+2+2 (\$<600)		2+2+2+2 (\$<600)		2*5 (\$>900)

Fig. 1. Game illustration.

Max. 6 company teams of 4 people.

Aim: Bring your technology to market, which requires a minimum of 10 basic patents.

During the game, you will be exposed to critical trade-offs, negotiations with other companies, purchasing strategies and infringement.

Progress

In the first project phase, we identified key IP challenges within joint innovation projects through interviews, workshops and literature reviews and developed frameworks to guide a more strategic management of IP. In the second, and current, phase we use this framework to develop prototypes and design a game-based simulation tool that trains advanced IP management knowledge to those playing it. Finally, facilitation guidelines will be provided along with the game components so that the game can be self-facilitated or facilitated by a member of the IfM team.

Industrial engagement

- We are testing prototypes
 - please, let us know if you are interested in participating.