



# Innovation as a Service

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## Why CYENS?

# CYENS Centre of Excellence

Non-profit organisation funded by the European Commission and the Municipality of Nicosia

CYENS Centre of Excellence in Interactive media, Smart systems and Emerging technologies is a joint venture between the three public universities of Cyprus - University of Cyprus, Cyprus University of Technology, and Open University of Cyprus, the Municipality of Nicosia, and two renowned international partners, Max Planck Institute for Informatics, Germany, and University College London, United Kingdom.

- **We carry out high-impact research in Interactive media, AR/VR/XR and advanced analytics across several industry sectors including healthcare, IoT, robotics, entertainment, education and cultural and creative industries.**
- **We provide access to technical expertise and experimentation as well as innovation services, such as financing advice, training, and skills development that are needed for a successful digital transformation of both industry and the art scene.**
- **Our mission: to produce world class research in the areas of visual sciences, human factors and design, communication, and artificial intelligence and to valorise the research results in Cyprus and beyond.**
- **Community focus: We use the knowledge exchange mechanisms to drive the entrepreneurship and open innovation in the city Nicosia within both Greek Cypriot and Turkish Cypriot communities.**

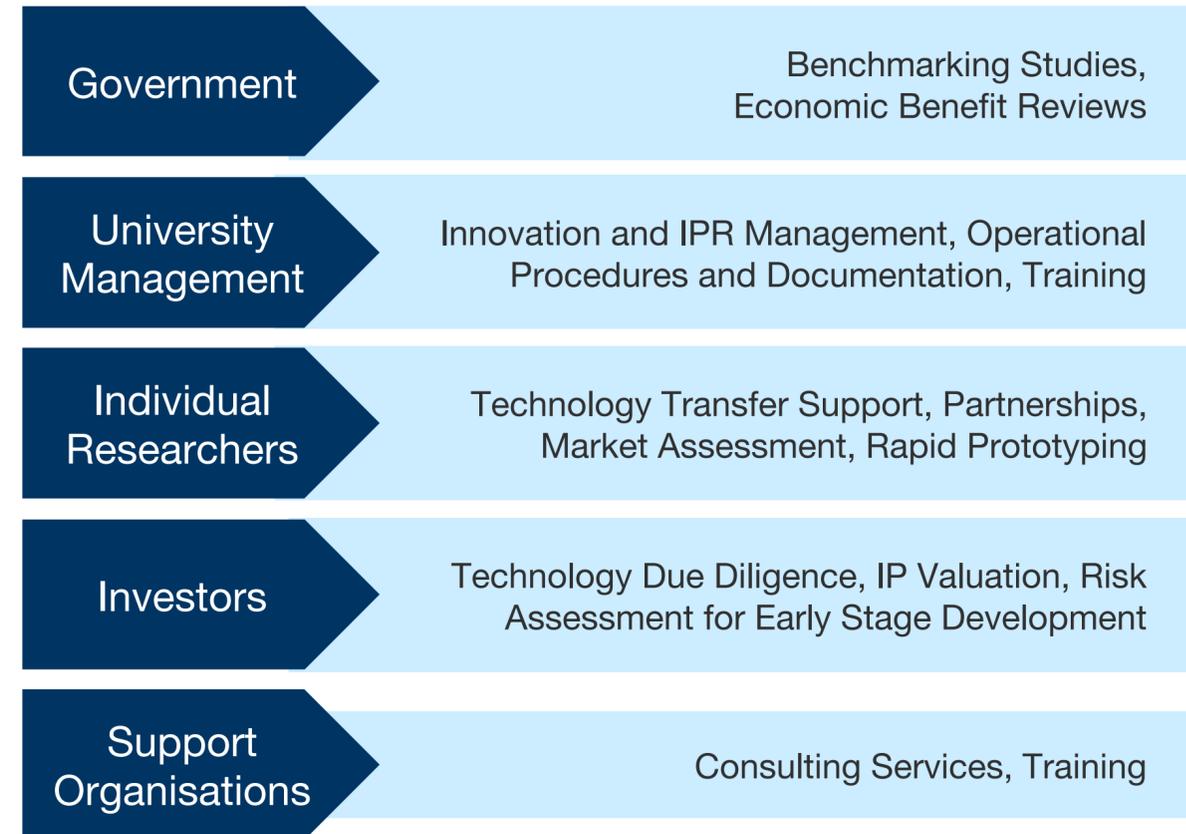


# Innovation as a Service: Overview

CYENS is an Innovation as a service provider

## WHAT WE CAN DO FOR YOUR ORGANISATION?

- To help research organisations to identify the innovation needs they have.
- To find and match the resources they need for the innovation process, including (but not limited to) people, funding, knowledge, tools, methods and equipment, in order to have a significant, sustainable impact.
- To provide the learning (online and offline training, and associated materials) and development support (1-on-1 sessions, workshops, lectures) needed to reduce the risks inherent in early-stage ventures.
- To implement a scalable process for the development of innovation projects in Cyprus suitable for innovation support infrastructure, PROs (public research institutions), and HEIs (higher education institutions) including public and private universities.



**CYENS has developed a repeatable and scalable process for the development of innovation projects in Cyprus. We can help technology providers and adopters to develop and commercialise new technologies.**

# Innovation as a Service: Key Elements

Innovation delivers return to the research organisations and beyond

## Technology Transfer and IP

We understand the needs of the stakeholders, advise on IP policies and their introduction.

Support the establishment of the pivotal innovation support roles within research organisations

Review IP identified by the University and advise on its commercial potential and patentability

Conduct initial Freedom to Operate searches for IP landscaping

Develop IP protection strategies for each individual project

Patent budget management

## Commercialisation

We provide hands-on support to universities and research institutions to fill the resource gaps.

Opportunity assessment and prioritisation

Provide market assessments, technology risk assessments and economic benefit assessments.

Support licensing negotiations and advise on deal structures.

Market new technologies to potential collaborators, licensors and investors.

## Training

We provide training via our advanced partner, UCL (University College London) on commercialisation and entrepreneurship for researchers.

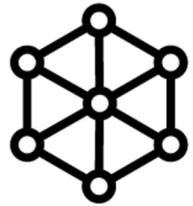
Provide coaching and mentoring of the technology transfer and commercialisation practitioners.

Provide entrepreneurship training and tailored service design training

Develop on-site flexible training courses that can be delivered by our personnel – *available in 2023.*

# Innovation as a Service: Start-ups and Spin-offs

Targeted support from our innovation specialists to aspiring founders



## Technology Transfer

We bridge the gap between research and industry by identifying the most compelling opportunities, developing them and bringing them to the right commercial partner. We provide technical support in IP and the structure of licence agreements, commercial value propositions, business models, as well as an ability to manage relationships with a broad range of internal and external stakeholders.



## Creative & Interactive Design

Design Innovation is a unique blend of design thinking, computational thinking, creative processes, visual communication maker culture, and business. We use the Double Diamond Design Framework which encapsulates Proof of Value, Proof of Concept, Proof of Market and Proof of Impact and deploy divergent and convergent thinking over iterative innovation product design process.



## Consulting & Training

We offer consulting services based on the expertise and capabilities of CYENS technical specialists and focused on the client's defined goals. We provide reports, specific technology solutions to an identified problem or development towards pre-commercial prototypes.

We offer bespoke training and support to local entrepreneurial community on both sides of the divide to create a critical mass of innovation-driven societal changes.

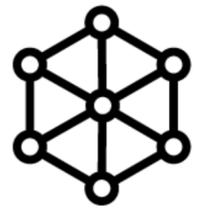


## Commercialisation

We provide commercialisation strategy development for each individual technological solution under development. We also provide targeted back-office support on market overview and size, risk assessment, strategic partner search, competitor analysis, sales channels, cost strategy, regulatory frameworks, economic benefit assessment, business plans validation and IP / early stage company valuation.

# Innovation as a Service: Valorisation of Research Results

Targeted support from our innovation specialists for universities and research centres



## Technology Transfer

- IP Policy Advice
- IP Strategy Development
- Patentability Checks
- Technology Appraisals
- Supporting TTOs Using Our Internal Expertise
- Launching Spin-outs



## Creative & Interactive Design

- Establishing New Makerspaces
- Supporting Makerspaces
- Large Scale Art Project Management
- Rapid Prototyping
- Service Design Consulting
- Creative Services



## Consulting & Training

- Traditional Consulting in Areas of Expertise
- Innovation Management Consulting
- Technological Due Diligence
- Seed Fund Support
- Technology Transfer Training
- Entrepreneurship for Researchers



## Commercialisation

- Commercialisation Strategy Development
- Market Overview
- Identifying Sales Channels
- Identifying Strategic Partners
- Costing Strategy
- Technology marketing profiles

# Innovation as a Service: Benefits

Innovation delivers tangible benefits to research organisations

## INNOVATION BENEFITS FOR RESEARCH ORGANISATIONS

1. Full understanding of the innovation output through collecting and evaluating inventions for patenting and technology transfer
2. Identification and evaluation of the commercial viability of the inventions
3. Intellectual Property protection for financial returns
4. Formation of strategic industrial and non-industrial partnerships
5. Distribute royalties back to the organisation
6. Shareholding portfolio
7. Research and non-research funding from spin-outs

## GOALS AND OBJECTIVES OF CYENS INNOVATION

1. Contributing to the societal impact of a research organisation
2. Promotion and strengthening of the brand of a research institution
3. Increased local engagement and local activity
4. Improving the quality of life
5. Realise the sustainability potential of innovation processes

We can help you do it all!

**CYENS has positioned itself as Innovation-as-a-Service provider for the partner Universities and the research & innovation ecosystem in Cyprus.**

**We can use our internal competencies to help any research and innovation organisation in the country to achieve their innovation goals, to set up effective innovation processes and to receive the benefits of innovation.**

# Innovation as a Service: Process Flow

From assessments to commercialisation strategy and income generation in research organisations

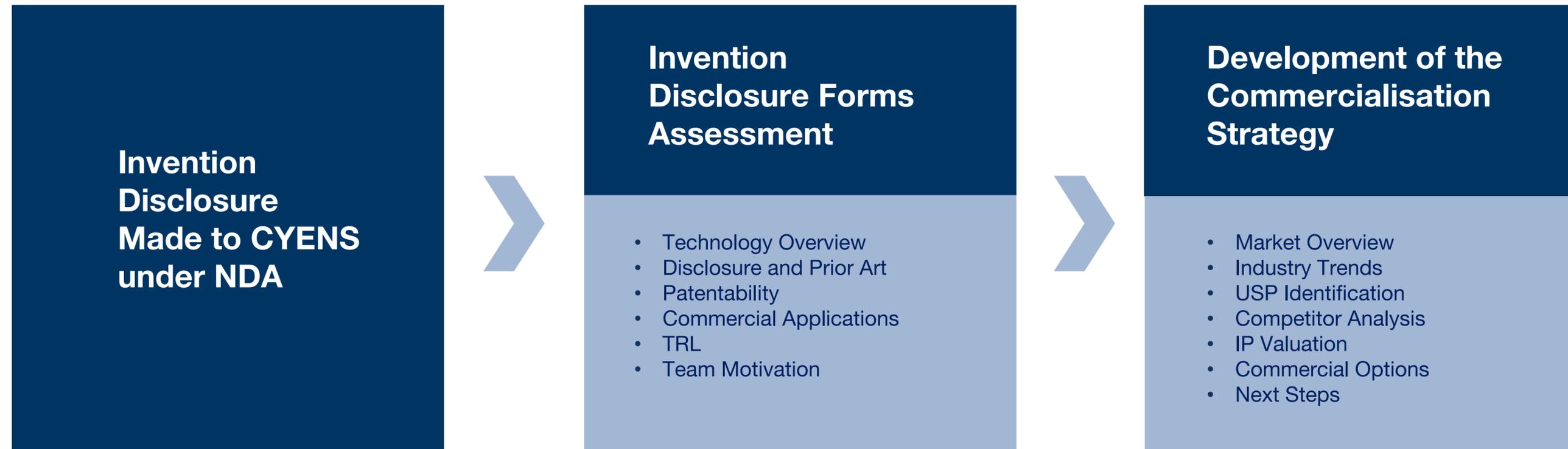
**BUILDING ON THE EXISTING CAPABILITIES  
AND STRENGTHS OF A RESEARCH ORGANISATION**

**MAXIMISING THE POTENTIAL  
BY BRINGING IN EXTERNAL EXPERTISE**



# Innovation as a Service: Case Study

Technology Transfer Service for a research organisation



Upon the delivery of the commercialization strategy, CYENS can provide further support for example, training and mentoring the client's TT specialists or spinoff company founders, continuing back-office support, business negotiations support, etc.

# Why CYENS?

CYENS is a uniquely competent innovation services provider in Cyprus

## WHAT WE OFFER

### ESTABLISHED RELATIONSHIPS

- We have successfully worked with CYTA, MoD, and others

### NETWORKS

- Primary market research in all technology evaluations
- Access to professional patent search software

### RESOURCE BASE

- Resource base of 20 senior scientists and experienced commercial software development teams
- Expertise in computer science, software engineering, and humanities
- All technology transfer and consulting employees have university research and business experience

### EXPERTISE

- The CIO involved in university technology transfer and international commercialisation since 2011, worked on over 100 patents, over 40 licensing deals and supported over 400 start-ups and early stage companies.



**Our approach will benefit all innovation support infrastructure players, PROs (public research institutions), and HEIs (higher education institutions) including public and private universities.**

# Thank you

More information:  
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Our podcasts:



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