How to get Universities closer to Markets
Communication is shouting - Marketing is listening

Presentation to
Science Conference between
North Rhine-Westphalia
and the Russian Federation
Münster, 26. April 2016

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Münster University of Applied Sciences
Science-to-Business Marketing Research Centre
The S2B Marketing Research Centre

- Established in 2002 in Münster, Germany
- 20 person team, 12 different nationalities
- Development of more than 20 instruments of Science Marketing
- Organiser of 14 international conferences including every continent
- Over 200 presentations and workshops in 27 countries
A study regarding the translation of highly promising basic research into clinical applications that screened 101 articles published in top basic science journals found that:

“Two decades later, only 5 of these promises were in licensed clinical use and only one of them had a major impact on current medical practices. Three quarters of the basic science promises had not even yet been tested in a randomized trial.”

Source: Ioannidis, 2004
The idea is very easy

- If you expect money for an accomplishment, like research …
- … you are on a market!
- If you are on a market, you have to use marketing models and instruments to be successful.
Marketing for Science does not mean just communication!

„Communication is shouting – Marketing is listening!“

And the focus target group is not the public…
... but ...

... to take the customer’s needs, the customer’s expectations, and the customer’s benefit in the centre of your thinking.
Agenda

1. Diagnostics
2. Strategies
3. Business Potential Canvas
Agenda

1. Diagnostics
2. Strategies
3. Business Potential Canvas

Science Marketing
Marketing-Funnel

**Awareness**
“I know the brand at least by name”

**Familiarity**
“I associate certain attributes to the brand”

**Consideration**
“I would consider the brand”

**Purchase**
“I have purchased the brand”

**Loyalty**
“I have repurchased the brand”

**Fans**
“I am prepared to proactively advocate the brand”
Marketing-Funnel

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**Communication**
Key function in creating and strengthening the corporate brand.

- Awareness-Surveys
- Image- & Competitive Surveys
- Potential Analysis
- Customer Satisfaction Analysis

Operative performance and relationships

Science Marketing
Science-to-Business Marketing Research Centre
Agenda

1. Diagnostics
2. Strategies
3. Business Potential Canvas

Science Marketing
We need new Business Models of Tech Transfer

Old paradigm of technology transfer

Science → Technology → Industry

Science → Technology → Market Entrance

Science Marketing

Science-to-Business Marketing Research Centre

FH MÜNSTER
University of Applied Sciences
heinnovate
OECD
Partnership Development Model

Example

Cooperation and Commitment

Partner

Strategic Partnership

Common Activities

Some complex projects

Several Projects

Project

Norm Strategies

Some complex projects
Business Potential Canvas

Methodology

A tool to identify, rate and assess potential new markets with regards to the companies’ core competencies.
## Business Potential Canvas

### First Step: Rating the fit between potential markets and competencies

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[Ministry of Innovation, Science and Research of the German State of North Rhine-Westphalia]

[Image of a canvas with various notes and drawings related to business potential and strategies.]

[Information Technology]

[Financial Institutions (incl. Insurances)]

[SME's]

[Governmental Institutions]

[Dax 30]

[Other Research Institutes]
Business Potential Canvas

FURTHER IMPRESSIONS
## Business Potential Canvas

### Second Step: Rating & assessment of potential markets

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<th>No./Size of companies (regional)</th>
<th>No./Size of companies (national)</th>
<th>Accessibility</th>
<th>Reference/Experiences</th>
<th>Priority (Vote)</th>
<th>Assessment</th>
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## Final Overview

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<th>Technology Foresight</th>
<th>Planning &amp; Decision support</th>
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Select Publications on our case

Korff, Nisha; van der Sijde, Peter; Groenewegen, Peter; Davey, Todd (2014): Supporting University-industry linkages: a case study into the relationship between the organizational and individual level, in: International Journal of Industry & Higher Education, August 2014 Vol. 28, No. 4, pp. 161-176. (ISSN 0950-4222)


Dottore, Antonio; Baaken, Thomas; Corkindale, David (2010): A Partnering Business Model for Technology Transfer - The case of Münster University of Applied Sciences; in: International Journal of Entrepreneurship and Innovation Management (IJEIM), Vol. 12, No. 2, pp. 190-216. (ISSN 1465-7503)


Thank you for attention
Спасибо за внимание

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