



# Innovation, digitalisation and sustainability for the diffused economy in Central Italy

Università degli Studi di Urbino  
4 novembre 2022





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## Kick-off meeting "SPOKE 8"

### Presentazione WP 4



## Title: Economic assessment, Dissemination and technology transfer

### Duration: 30 (M7- M36)

WP 4 is focused on three main goals:

- a) the **assessment** of the **economic balance** linked to the **development of new drugs and therapeutic approaches** taking into account the **investment** required for R&D, **industrialisation** costs and **marketing** investments. Such costs must be **compared to the benefits** in terms of savings for health systems and turnover for pharmaceutical companies;
- b) the definition of **communication policies and dissemination** of the innovative solutions resulted from the project: the recent pandemic has highlighted how disinformation can affect public opinion confirming that clear and effective communication has a critical role for research areas connected to public health;
- c) the **technology transfer** referred to health and life sciences, with particular focus to **new services, new products, financing methods** (ventures), **business models** that can give life to **innovative spin-offs and start-ups**, and the management of intellectual property, the **legal and contractual implications**



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## Activities and division of work

Task No	Task Name	Description	Spoke/ Affiliated involved in the task
T4.1	<b>Economic assessment</b> for R&D, industrialisation and marketing of new therapeutic treatments	Analysis of R&D investments for the development of new therapeutic treatments. Analysis of investment, managing costs and break-even for industrialization and market development. Comparison of costs for the public health system between pre and post adoption of the innovative therapeutic treatments.	UNIURB
T4.2	<b>Dissemination</b> activities and Communication policies.	Planning of communication activities for kick-off, in-progress and final results phases. Organization and management of a website, scientific/public conferences, press releases.	UNIURB
T4.3	<b>Technology transfer</b> activities related to the project goals	Development of a business model that can give life to innovative spin-offs / start-ups based on the outcome of the project. Planning and management of Technology Transfer initiatives through contacts with companies, venture agencies and funding subjects. Management of contractual negotiation with potential partners.	UNIURB



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## Milestones

Milestone No	Milestone Name	Spoke/Affiliated	Description	Due Date (month number)	Means of Verification
M4.1a	Analysis of <b>R&amp;D investments</b>	UNIURB	Cost analysis of all the planned investments required for R&D activities	M12	R&D investment budget
M4.1b	Analysis of investment, managing costs and break-even for <b>industrialization and market development</b>	UNIURB	Cost analysis of all the planned investments and activities for industrialization and market development.  Analysis of payback period and break-even Point	M24	Cost management plan.  Sales/income forecasts.  Break-even analysis
M4.1c	<b>Pre and postadoption costs comparison; final assessment</b>	UNIURB	Analysis of the current costs for the public health system for each individual with diseases related to the project.  Analysis of expected costs for the public health system for each individual with diseases related to the project.  Final comparison and assessment	M36	Reports



## Milestones

Milestone No	Milestone Name	Spoke/Affiliated	Description	Due Date (month number)	Means of Verification
M4.2a	<b>Planning</b> of all communication and dissemination activities;  Kick-off public <b>conference</b> ;  <b>Website</b> online;	UNIURB	Planning and scheduling of all the communication and dissemination activities.  Organization of initial public conference for the presentation of the project.  Design and development of the project website. Organization of tasks for updating the website	M3	Communication and dissemination plan. Kickoff conference. Operating Website
M4.2b	<b>Intermediate report</b> and <b>press releases</b>	UNIURB	Presentation of the in-progress advancements of the project after M 12 and M 24 and external communication via press conferences and press releases	M12, M24	Intermediate reports. Press conferences. Press releases
M4.2c	<b>Scientific publications, scientific conference, public conference.</b>	UNIURB	N. articles published in international scientific journals.  Organization of a scientific conference.  Organization of a public conference.	M36	Articles published or under review. Scientific conference organized and Public conference



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## Milestones

Milestone No	Milestone Name	Spoke/Affiliated	Description	Due Date (month number)	Means of Verification
M4.3a	Business model defined and business plan developed; contacts with companies and funding subjects	UNIURB	Definition of the business- model to be adopted for exploiting the results of the project. Development of the business plan for a newco.  Organization and conduction of contacts with companies as potential partners and funding Bodies	M24	Business plan for a newco.  Meetings with potential partners
M4.3b	Legal and contractual issues defined	UNIURB	Negotiation and contractual agreements with partner involved in joining the venture or acquiring the property rights of the research results	M36	Agreement with external- partners negotiated and defined





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## Deliverables

Output No	Output Name	Spoke/Affiliated	Description	Due Date (month number)	Means of Verification
D4.1a	Analysis of R&D investments	UNIURB	Cost analysis of all the planned investments required for R&D activities	M12	Report released
D4.1b	Analysis of investment, managing costs and break-even for industrialization and market development	UNIURB	Cost analysis of all the planned investments and activities for industrialization and market development. Analysis of payback period and break-even point	M24	Report released
D4.1c	Pre and postadoption costs comparison; final assessment	UNIURB	Analysis of the current costs for the public health system for each individual with diseases related to the project. Analysis of expected costs for the public health system for each individual with diseases related to the project. Final comparison and assessment	M36	Report released





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Output No	Output Name	Spoke/Affiliated	Description	Due Date (month number)	Means of Verification
D4.2a	Planning of all communication and dissemination activities; kick-off public onference; website online;	UNIURB	Planning and scheduling of all the communication and dissemination activities.  Organization of initial public conference for the presentation of the project. Design and development of the project website. Organization of tasks for updating the website.	M3	Communication and dissemination plan.
D4.2b	Intermediate report and press releases	UNIURB	Presentation of the in-progress advancements of the project after M 12 and M 24 and external communication via press conferences and press releases	M12, M24	Intermediate reports. Press conferences. Press releases
D4.2c	Scientific publications, Scientific conference, public conference.	UNIURB	N. articles published in international scientific journals.  Organization of a scientific conference. Organization of a public conference.	M36	Articles published or under review.  Scientific conference organized and .  Public conference.



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D4.3b	Legal and contractual issues defined.	UNIURB	Negotiation and contractual agreements with partner involved in joining the venture or acquiring the property rights of the research results	M36	Report on Agreement with external partners negotiated and defined



## Impact

### Description

**WP 4 will have an impact on the dissemination of the results of the research** carried out through the project, both in terms of their awareness / acknowledgment and in terms of related technology transfer activities.

Thanks to the activities of **Task 4.1** it is possible to have a measure of the affordability of the new therapeutic solutions and this will represent the prerequisite for the development of Tasks 4.2 and 4.3.

With **Task 4.2** the research results will be made known **nationally and internationally** through participation in scientific conferences, the organization of **scientific conferences** and **open-to-public conferences**, the publication of articles in **scientific journals** and **press releases**, the communication of the activities carried out through the project **website** and the relaunch through the connected **social networks**.

As a result of **Task 4.3**, at least **3 spin-offs / start-ups** are expected to be launched **in the first five years** supported by public and private capital for the implementation of clinical programs and for conducting clinical trials. The realization of various **patent applications** is also expected, which will be negotiated with potential investors.

### Means of Verification

- Numbers of international peer reviewed publications.
- Number of reports produced.
- Number of press releases.
- Number of presentations at national and international scientific conferences.
- Number of Scientific conferences organized.
- Number of open-to public conferences organized.
- Number of visits at the project website.
- Number of posts at social networks linked to the website.



## Docenti coinvolti

TASK 4.1		TASK 4.2		TASK 4.3	
<b>Name</b>	<b>Economic assessment</b> for R&D, industrialisation and marketing of new therapeutic treatments	<b>Name</b>	<b>Dissemination</b> activities and communication policies	<b>Name</b>	<b>Technology transfer</b> activities related to the project goals
<b>Description</b>	Analysis of R&D investments for the development of new therapeutic treatments. Analysis of investment, managing costs and break-even for industrialization and market development. Comparison of costs for the public health system between pre and post adoption of the innovative therapeutic treatments.	<b>Description</b>	Planning of communication activities for kick-off, in-progress and final results phases. Organization and management of a website, scientific/public conferences, press releases.	<b>Description</b>	Development of a business model that can give life to innovative spin-offs / start-ups based on the outcome of the project. Planning and management of Technology Transfer initiatives through contacts with companies, venture agencies and funding subjects. Management of contractual negotiation with potential partners.
<b>MILESTONE</b>		<b>MILESTONE</b>		<b>MILESTONE</b>	
4.1a	Analysis of R&D investments completed	4.2a	Planning of all communication and dissemination activities; kick-off public conference; website online	4.3a	Business model defined and business plan developed; contacts with companies and funding subjects
4.1b	Analysis of investment, managing costs and break-even for industrialization and market development	4.2b	Intermediate report and press releases	4.3b	Legal and contractual issues defined
4.1c	Pre and post-adoption costs comparison; final assessment	4.2c	Scientific publications, scientific conference, public conference		
<b>Docenti coinvolti</b>		<b>Docenti coinvolti</b>		<b>Docenti coinvolti</b>	
1	Cesaroni Francesca Maria (PO)	3	Boccia Artieri Giovanni (PO)	4	Califano Licia (PO)
2	Musso Fabio (PO)				



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**Grazie per l'attenzione**