

# Awareness, Incentives and Resourcing: the triad of measures to stimulate IP driven economic growth

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# Context

- Modest research being conducted in Kenya/ Africa
- University research focused primarily on academic requirements
- Research driven by external funding/ interests
- Low awareness on benefits of IP and its commercialization
- Little incentive to create, disclose and protect Intellectual property
- External funding not covering IP commercialization
- Limited/ non-existent local support for IP commercialization
- Low IP reported by researchers and organizations
- Significant loss to individuals / organizations / countries

# Awareness on IP: who to target?

- Research staff
- Students
- Research administrators
- Institutional managers/ leaders
- Investors and business owners
- Industry employees
- Funding organizations
- Policy makers (for enabling resources and regulations)

# Incentives: to who?

- Researchers
  - IP ownership
  - Career development
  - Sabbatical in industry or research institutions
  - Adjunct appointments
  - Scholarships / fellowships
- IP creators: Financial benefit (profit)
- Industry & business:
  - Tax exemption on funding to research
- Policy makers: return on investment

# Resources & support: which form?

- Work load management
- Patent drafting/ IP protection
- Incubation services
- Prototyping facilities
- Product development
- Capital investment / affordable finance
- Negotiation in technology transfer
- Soft transition from incubation, e.g. tax grace period

# Conclusion

- An approach based on Awareness, Incentives and Resourcing (AIR) can stimulate IP creation and commercialization.
- Need to break barriers between innovation ecosystem actors / institutions.
- More creative/ tangible incentives and benefits to IP creators and facilitators/ enablers needed.
- Advocacy to resource holders to fund / enable IP commercialization.
  - Refocus domestic resources for IP commercialization.
- Mechanisms to de-risk investments in IP creation and commercialization.

*Thank you for attention!*