



# Consortium Management In Joint R&D



DeltaTech-Korea Ltd.

# Contents



**I**

**Consortium Management**

**II**

**Joint R&D**

**III**

**Idea Pitch**

**IV**

**Exercise Offered**



# I. Consortium Management

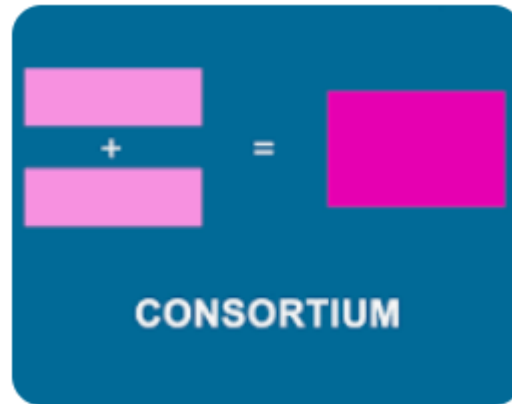


1. Consortium
2. Strong Consortium
3. Management Structure
4. Coordinator
5. Management Skills
6. Pros & Cons

# 1. Consortium



A group made up of two or more individuals, companies or governments that work together to achieve a common goal



Combining capabilities allows for **greater economy of scale**, efficiency and effectiveness

: Entities collect each resource, but only responsible for the obligation set out in a **consortium agreement**

Each participant carries on its normal business operation without any interference with another member's business

: A consortium's control over each member is limited to the rights & obligation

## 2. Strong Consortium

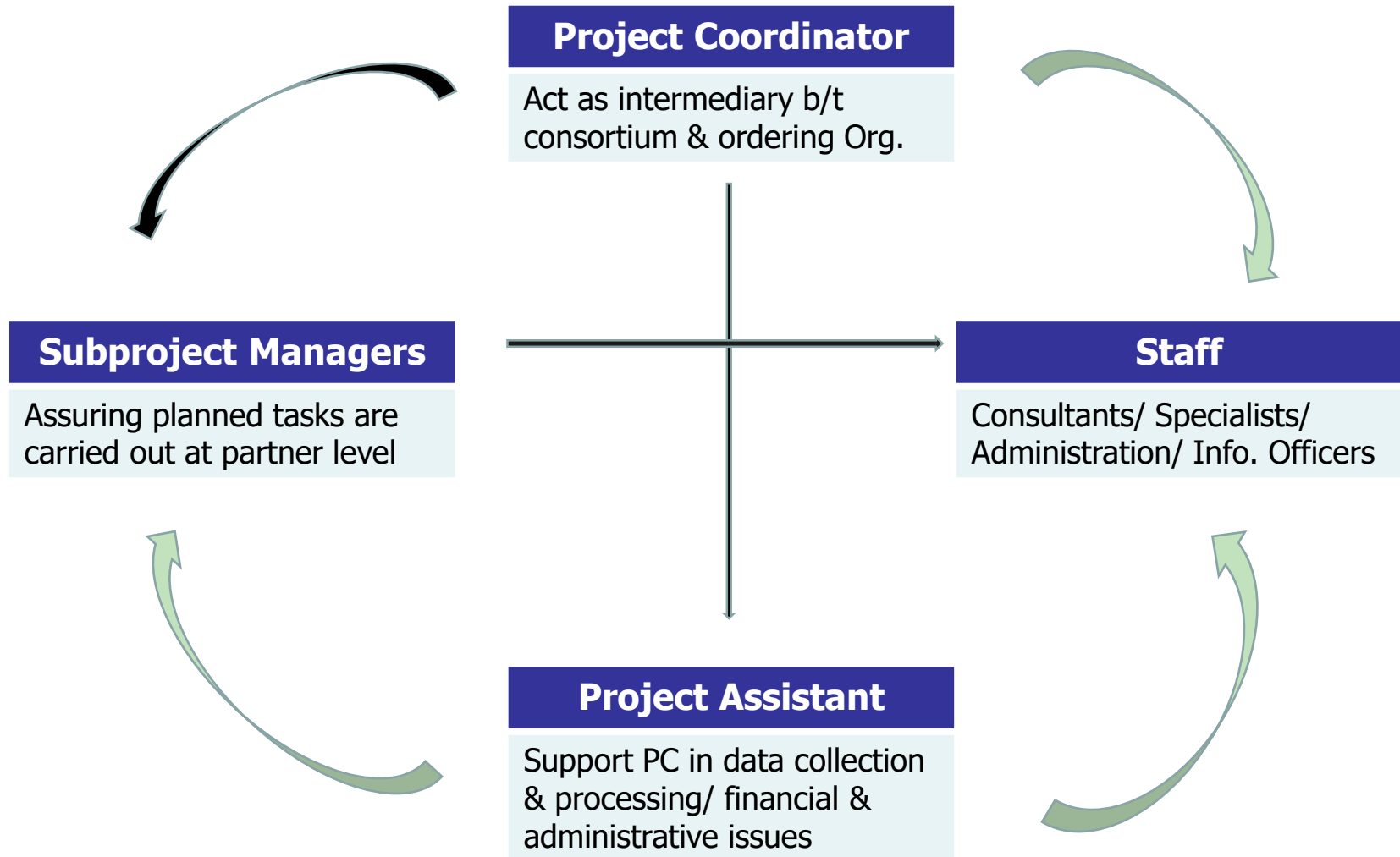


Engage true “**key opinion leaders**” (KOLs) in consortium’s target field or topic

Identify “**complementarity relationship**” between participants

Check if each partner have a unique role and bring in a special, “**required expertise**”, skill, asset and/or technology

### 3. Management Structure



# 4. Coordinator



Facilitates close & effective coordination and collaboration between consortium partners

: Main duty is the representation of a consortium

Ensure high quality documentation of a project activities

: Consolidate project meetings, progress reports, cost statements & budget overview

Take control of consortium, for a project results are achieved

: Monitor project implementation



- Approaches to better align consortium structure and partnership
- Any factors to create better alignment across partners
- Organizational conflict between consortium members
- How to improve quality of implementation & outcome

# 5. Management Skills



Factors		Details
Shared vision		<ul style="list-style-type: none"> <li>- Motivate with social responsibility &amp; <b>self-rewarding</b> outcome</li> <li>- Ensure the day-to-day activities along with overall long-term goal</li> <li>- Sustainability &amp; exit plans are reviewed and updated every six months</li> </ul>
Devoted staff & team spirit		<ul style="list-style-type: none"> <li>- Build up <b>a team spirit with devoted staff</b> who are recognizing the goal &amp; potential of a consortium</li> </ul>
Quarterly PES planning & Reporting		<ul style="list-style-type: none"> <li>- Plan 3 month PES(Performance Evaluation System) targets for staff</li> <li>- Analyses the achievement and discuss any issues or difficulties</li> </ul>
Cross-Organization	Regular Meetings	<ul style="list-style-type: none"> <li>- Should take place at least every 3 months to assure good implementation of the project and control of PES indicators</li> <li>- (Partners) report &amp; present shortly 3 months <b>PES targets &amp; realization</b></li> <li>- Raise attention to any quality issues, training needs, and absorption of new methodologies</li> </ul>
	Partner Visit	<ul style="list-style-type: none"> <li>- (Coordinator) <b>should visit all partners</b> at least once a year: assess partner's potential &amp; passion: Identify training needs, view the premises, and underline the importance of project</li> </ul>
Intranet Application		<ul style="list-style-type: none"> <li>- All <b>common &amp; relevant project documents</b> should be uploaded</li> <li>- Download the documents, files, information etc.</li> </ul>
Clients' satisfaction/ Needs Survey		<ul style="list-style-type: none"> <li>- Perform at consortium level</li> <li>- Subcontract an external consultancy firm (Unbiased).</li> </ul>

## 6. Pros & Cons



Pros	Cons
Work sharing & reduced costs	Lack of real integration of strategic objectives and cross-cutting themes
Increased Credibility	Liable to 3 <sup>rd</sup> parties for <b>the non-performance</b> of other members
Improve chance to achieve organizational goals	Poor communication-up, down & across internally & externally: Staff exchange/ Co-location
Grow your network & knowledge	Failure to use project documents specified
Access to funding resources	Hard to control: monitoring & evaluation system



## II. Joint R&D



1. Definition
2. Eurostar~3
3. German-Korean Call
4. Consortium Agreement
5. Factors for Success

# 1. Definition



- Firms use R&D partnerships to access knowledge and build global R&D network
- An agreement on co-operation between the parties on R&D at an equal level
- Develop new products or technologies improving existing ones, enhancing innovation, reducing costs and staying competitive in the market



## Announcement

10<sup>th</sup> German-Korean Call for Proposals for Joint R&D Projects

**Deadline for proposal submission: 25<sup>th</sup> April 2024  
(4 p.m. Korea / 9 a.m. Germany)**

**2<sup>nd</sup> KOREAN-SPANISH JOINT CALL FOR STRATEGIC  
R&D&I PROJECTS 2024**



## 2. Erostar-3



- An instrument that supports the international cooperation of SMEs in the field of non-military collaborative innovation projects
- A project consortium must be composed of at least 2 independent entities from at least 2 participating countries (international cooperation between 36 countries)
- Must be led by an innovative SME (Dedicated to R&D performing SME)
- Market oriented: market introduction within 2 years

Evaluation Criteria	
Quality & Efficiency of Implementation: Basic Assessment	<ul style="list-style-type: none"><li>- Quality of the consortium</li><li>- Added value through co-operation</li><li>- Realistic &amp; clearly defined Project management &amp; planning</li><li>- Reasonable cost structure</li></ul>
Excellence: Innovation and R&D	<ul style="list-style-type: none"><li>- Degree of Innovation</li><li>- New applied knowledge</li><li>- Level of Technical Challenge</li><li>- Technological achievability &amp; risk</li></ul>
IMPACT: Market & Commercialization	<ul style="list-style-type: none"><li>- Market Size</li><li>- Market access &amp; risk</li><li>- Competitive advantage</li><li>- Clear &amp; realistic commercialization plan</li><li>- Time-to-Market</li></ul>

### 3. German-Korean Call



- A bilateral co-funding R&D program intended to support joint German-Korean R&D projects in order to develop innovative products, processes or technical service: Include at least one Korean & German commercial company
- KIAT & AiF will evaluate the submitted joint proposals and communicate the results within 4 to 5 months after the call deadline
- Project duration should not exceed 3 years

#### **Consortium Agreement**

1. Naming of all project partners
2. Description of the project aims and differentiation of the subprojects of the partners including their work plans using person months
3. Identifying and naming of any 3<sup>rd</sup> party contractors required in the project
4. Regulation of IPR (Background and arising)
5. All partners commit to preparing and signing a joint record of the project achievements
6. Basic regulation of joint commercialization and apportioning of benefits

# 4. Consortium Agreement



- Made between consortium partners to set out rights & obligations during a temporary partnership
- Provide rules & responsibilities for the parties during the project together with access rights to be granted to the partners concerning the project results

## What to consider

- Define the project & project term
- Describe the **management rules of the consortium** including IP management scheme
- Provide the **list of background IP and define the related access rights & conditions**
- Set out the **rules for exploitation & dissemination** of results:
  - **Results ownership regime** & provisions
  - Access rights of other partners
  - **Responsibilities with regard to IP protection** of results
  - Provisions for transfer of ownership
  - Involvement of third parties
  - Other responsibilities for exploitation & dissemination (Publications, handling confidential information in promotional activities etc.)
  - **Enforcement measures** including the responsibilities of the partners

# 5. Factors for Success



- **Be available**
  - Allow time for necessary preparation: Partner Search, Project Proposal, Consortium Agreement
- **Build up a Win-Win cooperation**
  - **Show complementarities** and added value of trans-national partnership during and after the project
- **Show partnership's ability** to meet its commitments
  - Demonstrate each party's management, scientific & technical skills as well as its available financial resources for the project
- **Set clear, measurable and verifiable objectives**
  - **Define success indicators for technological performance** as well as the commercial & financial targets to achieve
- **Demonstrate clearly why the project should be financed**
  - Highlight the risks and the strategic character of the project in terms of commercial & financial impact
  - Is it value for money

# 5. Factors for Success



- **Be technological ambitious while remaining realistic**
  - Define a methodical approach in line with partnership, budget and time limit set for the completion of the project and the marketing of its result
- **Point out the innovative nature of the proposal submitted**
  - Present new industrial applications and their impact on the industry sector and relevant markets
- **Don't forget your market** (It sound strange, but people do)
  - Product plans, exploitation plans, commercialization strategy,
  - Analysis and comparison with state of art
  - Barriers to market entry
  - Competitive advantage
  - Realistic market share? Will you actually make ROI
  - Or how to protect it: Good IPR analysis/strategy are rare



### III. Idea Pitch



1. Communication
2. Project Outline
3. Idea Pitching
4. Idea Pitch Deck
5. General guidelines

# 1. Communication



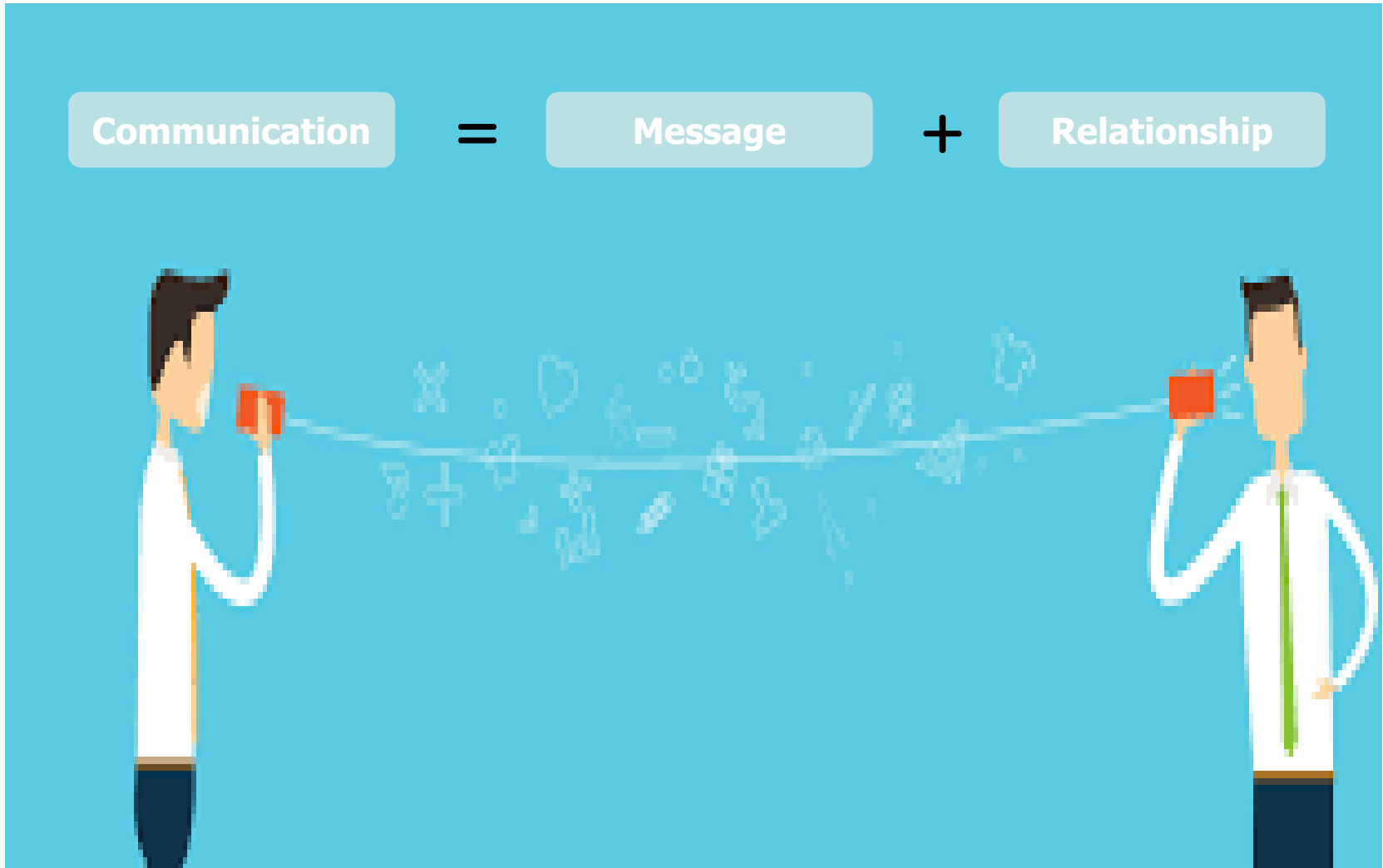
Communication

=

Message

+

Relationship



# 2. Project Outline



A document that serves as a planning & communication tool to help define the goals, deliverables, tasks, timeline and resources for a project

: Guide team members, stakeholders and decision-makers in understanding the scope & objective of the project

Project Outline (Template)	
Title	
Background	
Purpose	
Details	
Output	
Budget	
Note	

A poster for a 'DIGITAL HEALTHCARE WORKSHOP' by JEKTITE Digital Economy. The poster features a dark background with a grid pattern. At the top, it says 'DELTA TECH - KOREA LTD. JEKTITE Digital Economy'. The main title 'DIGITAL HEALTHCARE WORKSHOP' is in large, bold, white letters. Below the title, there is a calendar icon showing '28 MAR' and a clock icon showing '16:30 PM (KST)'. The website 'digitaleconomy.tektite.kr' is listed. The poster features nine speakers, each with a circular portrait and their name and title: Jisook Moon (Ph.D and Professor in CHA University), Nick Choi (Tech Incubating for Medtech and Digital Healthcare Startups), Pyungkyu Kim (Bioelectronic Medicine), Georgia Freire (Consumption of Digital Healthcare in Brazil), Tania Ortuno (Projects in Healthcare sector from IDOM), Carolina Garcia (Projects in Healthcare sector from Psiconnea), Nicole Shao (A pioneer in Microbial Expression-), and Kyoungmin Lee (AI Model that helps to discover new drugs targets reducing time and cost).

# 3. Idea Pitching



A idea pitch is a verbal delivery of business idea, distilling into a short summary

- ☞ Short time slot (5 ~ 10 Minutes)
- ☞ Multi-channeled: props (AV aids/ pointer)/ posture (gesture)
- ☞ Always refers to Speaker: Voice/ Attitude/ Pronunciation
- ☞ Irreversible
- ☞ The danger of Rambling



# 4. Idea Pitch Deck



## Suggested Organization of Slides

### Organization Profile ( 1 Slide)

Give a brief overview of your organization

- What is the main business?
- What are the strengths and capabilities of the organization?
- Do not give a long history of the organization.

### The problem Statement (1~2 Slides)

Explain the problem statement or the context in which the technology was developed

- What is the current problem or challenge faced by society and businesses?
- Are there current solutions to the problem?
- What are the limitations of current solutions? Eg., high cost, low efficiency etc.

### The Technology Offer (1~2 Slides)

Present the technology or solution to solve the problem

- Describe the technology offer. **Use images and diagrams** to illustrate.
- What are the innovative aspects of the technology?
- What is the development status? Eg., ready-to-market, prototype demonstrated in operational environment etc.
- What other **areas or markets** can it also be applied in?
- Show that the technology solves the problem with **use cases**, if any.

### Mode of Collaboration (1 Slide)

State the type of partnership you want to establish with technology seekers

- ①Licensing agreement/ ②Go-to-Market Commercialization
- ③R&D collaboration/ ④Co-development
- ⑤Business partnership/ ⑥Co-investment
- ⑦Test-bed opportunity in and operational environment
- **Invite the audience to visit your booth** for discussion

# 5. General Guidelines



- ☞ Assume that your readers/ audiences are laypersons, so avoid using technical terms
- ☞ Keep your slides concise
- ☞ Images and diagrams are useful in illustrating your points
- ☞ If you use acronyms, make sure the full names are given
- ☞ Check your slides for grammar and spelling mistakes



## IV. Exercise Offered

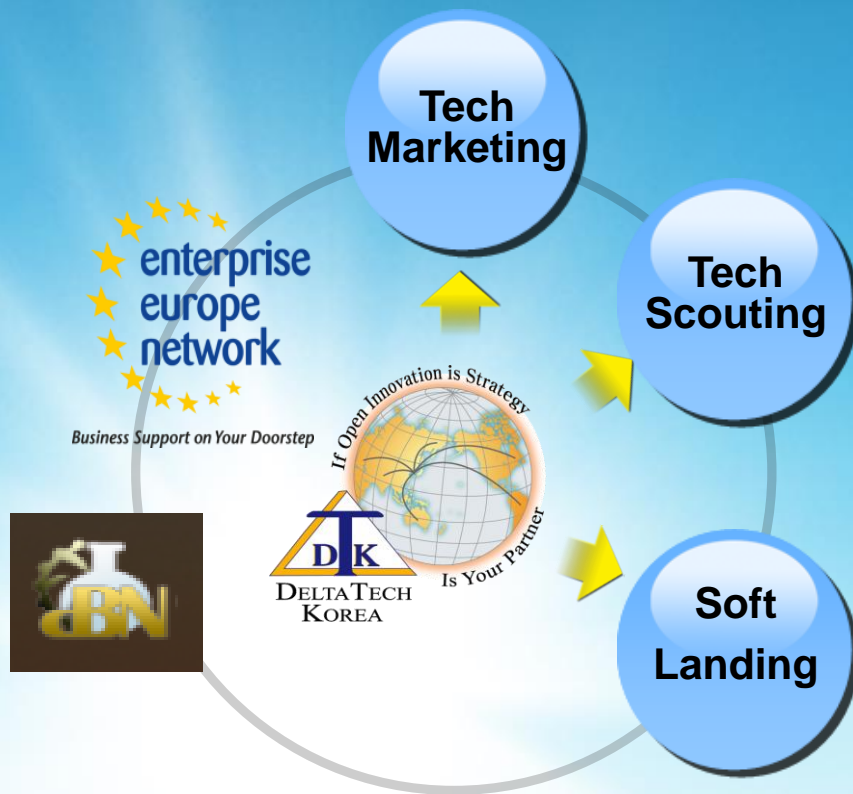


### 1. Assignment



- 1. SELECT A TECHNOLOGY OFFER WHICH IS MORE THAN **TRL 4***
- 2. WRITE UP “**IDEA PITCH DECK**” FOR THE JOINT R&D PARTNER SEARCH*
- 3. DO YOUR IDEA PITCH IN FRONT OF OTHER GROUPS DURING SESSION 4 CLASS*

# THANK YOU!



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