

### **TECHNOLOGY TRANSFER**

The topic of innovative activity is becoming increasingly important. The science through the innovative activity implements its results in the production and business. How? First comes the idea of any product, technology or service. Every idea requires marketing efforts to reach the product production and income from its sales. We aim to create an information and communication platform for interaction between science, business and the state. We assist researchers and developers to search for partners and investors for cooperation in the development and implementation of scientific developments in Ukraine and abroad. For business we offer interesting ideas, developments, inventions, by which companies can rise to a higher level of their development. We work in the field of green energy and energy efficiency, conservation of natural resources, eco-technologies and agribusiness.

#### **Our services:**

### **TECHNOLOGICAL MARKETING**

The success of commercialization program depends not only on promising technology, but also on the market. To promote technologies to the market, we offer the following services:

- Conducting a technology market research;
- Developing a marketing strategy of innovative projects;
- Developing a marketing plan for innovative projects;
- Developing an advertising strategies for the promotion of projects and technologies.

### **CONSULTING ON TECHNOLOGY TRANSFER AND COMMERCIALIZATION**

The field of technology transfer is full of varied, diverse and contradictory situations. It is therefore important to obtain qualified consultations by professionals at all stages of the selection and transfer of technology, including:

- Advising on legal, financial and intellectual property protection issues;
- Patent search and consultation on registration of patents and copyright certificates;
- Consulting on project management planning;
- Consultancy and conducting business correspondence;
- Preparation for publishing in mass media and others.

### **BUSINESS PLANNING OF INNOVATIVE PROJECTS**

Business plan or investment project is an important tool for loan or investment resources. Its presence significantly increases the chances of project funding and, more importantly, serves as guidelines for managers of the company. We offer the following services:

- Developing a business plan;
- Developing an investment project;
- Developing business proposals to potential investors;
- Consultations on business plan resume writing and other documents.

## **EDUCATION SERVICES ON COMMERCIALIZATION OF INNOVATIONS**

- Seminars on technology transfer;
- Trainings on management of innovative projects;
- Trainings on development of business plans for innovative projects;
- Round tables and seminars in the field of commercialization of innovations.