



The role of national IP offices in promoting IP protection - "IP in your company" project

The online conference summing up the project
„Financial incentives as a tool for improving the V4
innovation ecosystem and enhancing IP protection”.

25 September 2023

- project performed by the Polish Patent Office under structural funds (European Regional Development Fund)
- supervised by the Ministry of Development Funds and Regional Policy
- beneficiaries: SMEs, located in PL



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- A collage of business-related icons and charts, with a large lightbulb in the foreground, symbolizing innovation and business strategy. The background features various blue-toned illustrations including line graphs, pie charts, bar charts, network diagrams, and stylized human figures in business attire. Some figures are holding lightbulbs, suggesting ideas or innovation. The overall theme is business growth and strategic thinking.

INTELLECTUAL PROPERTY IN YOUR COMPANY

THE GRANTING SCHEME:

- SME submitting the application
- Evaluation of the application in PPO (public aid verification included)
- SME submitting the documents required for grant contract
- Service provider delivering the service
- Grant payment (after SME shows that 5%/10% have been paid to the service provider)
- Evaluation and audit of granted SMEs



INTELLECTUAL PROPERTY IN YOUR COMPANY

THE SERVICE:



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- Possible grants:

- micro companies 95% of co-financing

95%

- small and medium companies 90% of co-financing

90%

- Average price for the service: 1 800 PLN (400 EUR)



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- First version of the budget: 4,5 mln PLN (1 mln EUR)
- Final version of the budget: 1,2 mln PLN (0,26 mln EUR)
- Estimated no. of supported SMEs: 576
- Final no. of supported SMEs: 64 (26 resigned)



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KPIs:

Direct indicators: 64 services/ supported SMEs

Result indicators: implemented recommendations
(estimation: 1 implemented recommendation per 1 company,
achieved: 150 implemented per 64 SMEs i.e. 234% of the target)



INTELLECTUAL PROPERTY IN YOUR COMPANY

The problems/challenges we had to face:

- Covid pandemic and economic crisis
- lack of similar services available before
- “immaturity” of SMEs to take part in the project
- bureaucracy in the eyes of SMEs
- inadequate requirements in comparison to a grant amount
- administration workload behind the project



INTELLECTUAL PROPERTY IN YOUR COMPANY

How can we learn from this experience?

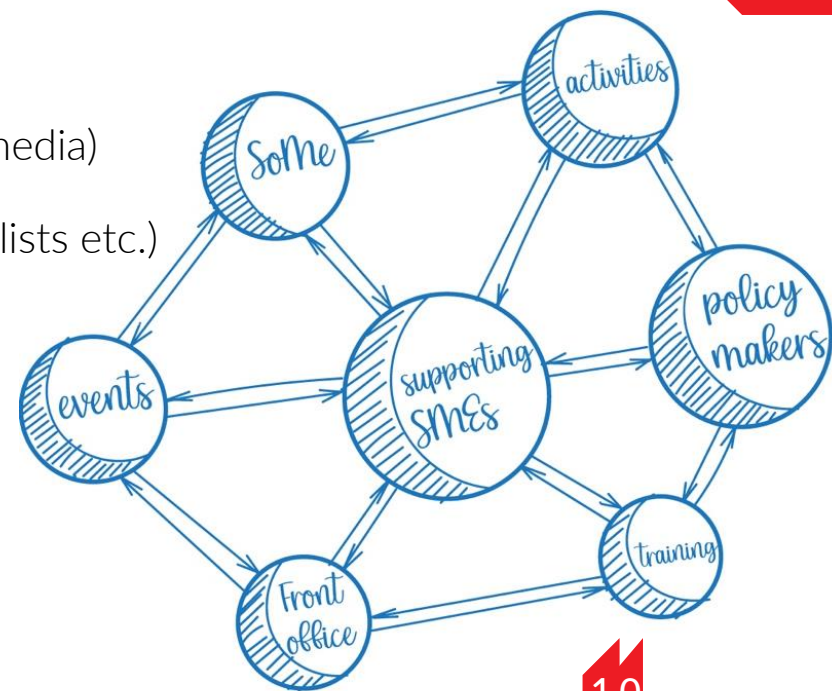
- SMEs require simple and fast procedures
- balanced requirements and benefits
- many challenges of the “granting authority”



Despite many difficulties the project proved very useful to the beneficiaries – 234% of the implemented recommendations!

OTHER POSSIBLE MEANS OF SUPPORTING SMEs IN EFFECTIVE USE OF IP

- Raising awareness activities (events, educational materials, social media)
- Train the trainers (contacts with other business institutions, journalists etc.)
- Dedicated activities (basic/advanced level)
- User-friendly front-office, different channels
- Policy towards... the policy makers





Thank you!

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