

# ARMENIAN INSTITUTE OF INNOVATION



# ARMENIAN INSTITUTE OF INNOVATIONS

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## UNIFIED INNOVATION CENTER



### ARMENIAN INSTITUTE OF INNOVATION -

Innovation Platform of Armenian, Entrepreneurial Education & Research projects, Commercialization of innovation & Business creation.

The Armenian Institute of Innovation is an independent body of the NATIONAL CENTER Foundation intended to strengthen Armenian's ability to innovate.



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## EDUCATION PROGRAMS

Entrepreneurial education programs and courses across Armenia that transform students into entrepreneurs

## BUSINESS CREATION & COMMERCIALIZATION

Business creation and acceleration services that scale ideas and budding businesses

## INNOVATIVE PROJECTS & RESEARCH

Innovation-driven research projects that turn ideas into products by connecting partners, investors, and expertise



# INNOVATION IN ARMENIA

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## INSTITUTION

### ABOUT

**The Armenian Institute of Innovation (All)** aims to enhance Armenia's ability to innovate. This will allow it to quickly adapt to the world's fast pace of development, provide more effective solutions to emerging societal challenges, and create high-quality and technologically advanced products.

Armenia faces an innovation challenge where, despite its advanced research base, dynamic companies, and creative talent, good ideas too rarely turn into new products or services. Armenia has begun an active change in thinking towards promoting a more innovative and entrepreneurial culture.





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## INNOVATION IN ARMENIA

### MISSION

- Increase Armenia's sustainable innovation growth and competitiveness
- Strengthen Armenia's innovation potential
- Create the entrepreneurs of tomorrow and prepare for the next innovation breakthroughs
- All creates an new level of cooperation between the public and private sectors
- Help in the transition of advanced ideas into a real product
- Cooperation with Armenian laboratories and mechanisms for bringing the product to the market
- Preparation and training of students for entrepreneurial activity





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## ARMENIA ON THE INNOVATION MAP

### ARTICLES

- Soviet Mainframes To Silicon Mountains: Armenia As A Tech Powerhouse  
<https://www.forbes.com/sites/craigsmith/2023/12/08/soviet-mainframes-to-silicon-mountains-armenia-as-a-tech-powerhouse/>
- Thousands of miles from Silicon Valley, this small country is building a booming tech sector  
<https://www.marketwatch.com/story/thousands-of-miles-from-silicon-valley-this-small-country-is-building-a-booming-tech-sector-b027eb1b>
- Encircled by geopolitical risks, Armenia builds a lively tech startup scene  
<https://www.aljazeera.com/economy/2024/11/29/encircled-by-geopolitical-risks-armenia-builds-a-lively-tech-startup-scene>
- Armenia: A Global Destination for Innovation and Investment  
<https://enterprisearmenia.am/media/news/enterprise-armenia-at-orion-summit-2023-positioning-armenia-as-a-thriving-it-hub-for-foreign-invest/>
- How Armenia is establishing itself as a new center of innovation  
<https://www.commonplays.com/armenia-innovation/>
- Armenia at the Forefront of WCIT 2024  
<https://eufordigital.eu/armenia-at-the-forefront-of-wcit-2024/>





# TECHNOLOGY TRANSFER OFFICE

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# TECHNOLOGY TRANSFER PROCESS

## KEY POINTS

- Research
- Disclosure interactions of researchers with TTO
- Evaluation about the commercial potential of the invention
- Assessment with the researchers
- Intellectual property (IP) protection
- Marketing using TTO resources and channels
- Licensing / Spin-off company creation
- Product development and commercialization by one or more licensees
- Revenue generation by one or more licensees



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# REGULATIONS

## INTRODUCTION

- Technology Transfer is the process of moving results of scientific research from the laboratory to the marketplace and society. The process to commercially exploit research can vary widely. It can involve licensing agreements or setting up joint ventures and partnerships to share both the risks and rewards of bringing new technologies to market. However, the main aim of technology transfer is to take fundamental scientific discoveries and make them into marketable products so that the general public at large can benefit from the research as quickly and efficiently as possible.
- The Technology Transfer Office (TTO) is a service dedicated to the management and licensing of intellectual property generated at the research institute or university. TTO is staffed by specialists in the research area, intellectual property, licensing, business development, and legal matters who are experienced in transferring technologies from the life sciences to organizations outside the Institute.



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## **PARTICIPATING IN TECHNOLOGY TRANSFER**

### **REASONS & KEY POINTS**

- Research organizations (government research laboratories or universities) develop new technologies
- These technologies can benefit industry in two main ways:
  - They can help existing companies modernize their processes and increase productivity
  - They can be the basis for the creation of new firms
- Technology transfer is the licensing to the industry of new technologies developed by research institutions
- Technology transfer helps national industries remain competitive; it also creates jobs



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## **PARTICIPATING IN TECHNOLOGY TRANSFER**

### **REASONS & KEY POINTS**

- Making a positive economic impact on society
- Achieving recognition and/or financial rewards
- Generating additional lab/departmental funding
- Meeting the obligations of research contract
- Attracting research sponsors
- Creating educational opportunities for students
- Linking students to future job opportunities
- Feeling a sense of personal fulfilment





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## MISSION AND OBJECTIVES

### VISION

- TTO's vision is to ensure that the research and development efforts of the researchers in Armenia result in the products and services which will increase the quality of lives of people in Armenia and the world, help to create new jobs & companies and increase the competitive advantage of Armenia in the international markets.





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## MISSION AND OBJECTIVES

### KEY POINTS

- To support researchers in Armenia to be involved more effectively in national & international projects and benefit from the related support & funding mechanisms by creating awareness and organizing info days, workshops & training activities
- To enhance university-industry collaboration
- To protect and manage the intellectual property rights resulting from R&D efforts of university members and to create mechanisms for transferring IPs to Industry which will result in creation of new goods and services for the benefit of the society
- To guide the academicians and the students to establish their ventures



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## OBJECTIVES AND RESPONSIBILITIES

### KEY POINTS

- Detecting research output of potential commercial value
- Evaluating its commercial potential
- Protecting research output with the appropriate legal rights
- Marketing inventions
- Deal-making
- These activities form the foundation of successful technology transfer, which can be described as stimulating contact between the owners and potential users of IP



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## OTHER OBJECTIVES AND RESPONSIBILITIES

### KEY POINTS

- Relieve researchers from IP management, marketing, and licensing issues thus letting them continuing their research work
- Compilation and continuous updating of IP portfolio of the Institutes and universities in Armenia, as well as database of relevant legislation and regulations
- Management of all the intellectual property matters
- Information support for laboratories and researchers on R2I-format programs and open calls for proposals
- Continuous raising of knowledge and skill level of the TTO team through participation at training courses, participation at targeted programs, contacts with specialists, etc.
- Setting up and systematizing the linkage and co-operation of the Institutes and Universities with Armenian and foreign industrial companies, venture funds, business angels, TTOs
- Programs and organizations targeted at innovation and commercialization of research products



# INTELLECTUAL PROPERTY



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## INTELLECTUAL PROPERTY

### KEY POINTS

*Providing  
protection of  
intellectual  
property  
resulting from  
research*

*Providing  
authors of  
inventions with  
administrative  
and legal  
support*

*Cooperating on  
application of  
knowledge and  
technology*

*Dividing  
incomes from  
technology  
transfer*

*Providing  
protection of  
intellectual  
property  
resulting from  
research*







# BUSINESS DEVELOPMENT

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## **BUSINESS DEVELOPMENT**

### **KEY POINTS**

- **Business Development**
- **Seeking commercial partners for contractual research**
- **Obtaining financial resources to fund contractual research**
- **Negotiating and drafting contracts**
- **Supporting business innovations and starting of spin-off companies**
  - Offering and selling technologies and knowledge (inventions, know-how, software)**



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# GENERAL INFORMATION

**AM.BUSINESS** is a Multifunctional Business Support Center under The NATIONAL CENTER Foundation provides business transparency, wide informational services, professional guidelines and coordination between Business and Government agencies.

**[www.am.business](http://www.am.business)**

**am.business Functions includes:**

1. *Unified Multifunctional Center for providing services for Business*
2. *Online platform with convenient functions and efficient mechanisms*
3. *Free information services in different languages, Multilingual platform*
4. *Transparency of Business procedures in various fields of activity*
5. *Communication through phone, whatsapp, email, social networks*
6. *Step-by-step instructions and Guidelines for Business*
7. *Hotline for Business support and protection*
8. *Additional services in accounting, legal services, corporate law, IT & HR support*
9. *Simple solutions office which creates recommendations for improving the Business environment*



# SUPPORT CENTER

## Business Support and provision of additional services

1. Coordination in any Business issues
2. Free preparation of documents for the registration of a Company or NGO
3. Professional Guidelines for Business
4. Applications to the Gov. agencies
5. Accounting & Legal support
6. Doing Business recommendations
7. Making Business plans
8. Grants application
9. Gov. Subsidies
10. Free Economic Zones
11. IT Certificate preparation
12. License & Certification info.
13. Recidency & Work permit
14. Open a Bank Account
15. Intellectual Property Rights
16. Business Education cases



# ATTRACTING INVESTMENTS

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## INVESTMENT ATTRACTIONS

### KEY POINTS

- Unified Investments Platform of Armenia
- Research relevant investors
- Networking and building relationships with investors
- Developed business projects for investors
- Developed financial forecasts and clear paths to profitability
- Coordination and consultation of investors
- Advantages of Investments in the IT Industry of Armenia



# UNIFIED INVESTMENTS

AM.INVESTMENTS - Unified Investments Support Platform under The NATIONAL CENTER Foundation performs functions of professional platform and offers various services for investors.

The Support Platform creates mechanisms for interaction between business and government agencies and offers transparency of business procedures in various fields of activity. It is implemented through the developed step-by-step instructions, which also provided with all the necessary documents and recommendations.



# LOCALIZATION OF MANUFACTURING



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## BUSINESS DEVELOPMENT

### KEY POINTS

- Armenian manufacturing community
- Database of high-quality manufacturers
- Supporting Armenian producers worldwide
- Marketing, Export and Communications
- Helping consumers and buyers identify quality products
- Collective branding for Made in Armenia program members
- Unified platform of Armenian producers

# COLLECTIVE MARK

The best producers of Armenia are united by the Collective Mark MADE IN ARMENIA.

The production community and companies that provide services in Armenia are united under a collective mark. The mark is protected at the national level and can only be used by members of the Made in Armenia program. The participants of the program must be manufacturers from Armenia and provide high-quality products or services.

THE PURPOSE OF THE PROGRAM is to increase the attractiveness and recognition of Armenian products and manufacturers. The Program will support its members in 4 areas:  
**- SALES - MARKETING - EXPORT - COMMUNICATIONS.**

A catalog and a platform for ordering Armenian-made goods have been created. Made in Armenia participants will be able to use the network of participants to find new suppliers and buyers.





# DEVELOPMENT PROSPECTS

The system of certification and association of manufacturers through the collective mark **MADE IN ARMENIA** is being implemented through the **NATIONAL CENTER Development Foundation**.

In order to participate in the **MADE IN ARMENIA** collective mark program, it is necessary to pass the certification procedure for products, works and services. The experts of the NATIONAL CENTER can make an independent assessment of the business reputation and economic potential of the company, as well as carry out a documentary inspection of the products.

The country's export brand **MADE IN ARMENIA** was created in order to increase the recognition of well-known Armenian brands and products abroad. The Collective Mark is intended to confirm the integrity of the domestic manufacturer as a reliable supplier of safe and high-quality products. This program is of fundamental importance for bringing Armenian products to the international level.







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