

[EV09-CCI]

## Attention Innovative Start-ups! Practical Advice to Grow Your Business Globally

*Joint Event hosted by Innovation Insights, Global Innovation Forum, Innovation Forum Lausanne*

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**Brief Bio**  
*Organizer(s)*

Jennifer Brant runs a consulting business based in Geneva. She provides policy analysis and strategic advice to companies, NGOs, and inter-governmental organizations on global market access and regulatory issues, notably in the areas of innovation, public health, technology, intellectual property, and trade. Jennifer is currently the Director of Innovation Insights, a cross-sectoral business initiative that advocates for enabling policy environments for innovation and technology diffusion. Previously she worked for Sidley Austin and Oxfam. Jennifer has graduate degrees in international law, economics and development.

**Abstract**  
*Short description, including alignment with conference themes and objectives*

This participatory breakout session will engage globally-minded startups with experts and practitioners in sectors including medical technologies, clean energy, biotech, and ICT to identify three key practical issues that young companies face as they participate in the international marketplace. The session will consist of discussion and Q&A with experts, followed by hands-on exercises aimed at helping representatives of innovative start-ups evaluate critical issues – global Intellectual Property Rights (IPRs) management, navigating foreign legal risks and regulations, and modifying or “localizing” the brand for different markets. Because collaborative (“open”) innovation is an important trend, the session will emphasize working with partners across borders in the digital age. The session will incorporate lessons learned by the Global Innovation Forum (GIF) from organization of similar workshops in the United States with the U.S. Commerce Department and in Europe. It will be managed such that participants can learn from the session even if their sector(s) are not featured in the discussion, or if they are not themselves inventors.

**Description**  
*Proposed discussion focus*

The session will consider:

- What potential opportunities exist to participate in the global marketplace as a small or early-stage company? What are the benefits?
- What are the key challenges that companies should consider as they engage globally with their products, services, and intellectual assets?
- Does my start-up really need to have a strategy to be global? Can we afford it?
- What are the different tools innovators can use to protect and promote their innovations globally? What resources and actions do these tools require?
- What are the intellectual assets of a start-up? How can a start-up identify and catalog them? What is intellectual property (IP), and how are IP frameworks used by innovators?

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### Description (Cont.)

- What factors should I take into consideration when determining my IP management strategy? Where and when should I think about filing for IP protection?
- To what extent does my startup need to localize brand and offerings to fit different markets? How can my start-up effectively identify and collaborate with external partners on a global basis?
- What are the regulatory and legal risks of engaging abroad? How does regulation differ across fields of technology, industry, and geography?

The discussion may also touch on public policy more generally including the features of enabling policy environments that best support innovation and the success of start-ups in particular. Best practices from different jurisdictions may be identified.

### Objectives

*Justification and expected impact during and after the conference*

This session relates to Tech4Dev cross-cutting themes (scaling by technology for development entrepreneurs, public-private partnerships, collaborative innovation, learning from hands-on models for engagement) and sectoral themes (health, energy, ICT).

Thanks to global supply chains and online networks, startups and small businesses can participate effectively in the global economy for the first time in history, often alongside or in partnership with major multinational corporations, universities, and NGOs as partners. Yet innovators and entrepreneurs have scarce resources to devote to maximizing international opportunities, finding partnerships, and promoting and protecting their innovations on a global basis.

While corporations have legal and financial resources to devote to developing partnerships and protecting their intellectual assets, small and young companies are often left to fend for themselves, hoping that they do not run afoul of global laws or get taken advantage of in foreign markets.

Through this session, innovators will gain a better practical understanding of how to scout partnerships, learn about and comply with foreign regulations, and manage and protect their IP globally.

Participants will leave the session with new, practical knowledge that they can apply to their innovative activities.

### Target Audience

Inventors, innovators, and globally-minded entrepreneurs, together with anyone else interested in learning more about the factors taken into consideration when taking their products, services, and intellectual assets global. Interested participants may include people who have established or work for innovative start-ups, plus representatives of technology transfer offices, NGOs, and researchers.

### Proposed Program

To be finalized in January 2016.

**Event**  
**Cross-Cutting**

2016 UNESCO Chair International Conference – Technologies for Development  
Tech4Dev@epfl.ch | <http://cooperation.epfl.ch/2016Tech4Dev>

