

## Guest Editors' Note:

# High-growth Technology Business—Special Issue

By Thomas Bereuter, Yann Ménière and Ilja Rudyk\*

**H**igh-growth technology businesses are typically small-and medium-sized enterprises and start-ups that succeed in bringing innovation, employment and productivity into traditional and new industry sectors. These small enterprises are a major driver of Europe's economic growth and a key to addressing its current challenges, from digital transformation to health and sustainable development. Patents and other intellectual property rights help them to foster innovative solutions by encouraging and rewarding investment in new products and services.

This special issue provides a collection of articles shedding light on the different views and selected challenges that these businesses face when commercializing their technologies and scaling up in Europe and beyond. In addition, they are geared towards actionable advice and are complemented by referrals to further sources of relevant material in support of commercialisation efforts.

If the full potential of IP is to be unleashed by these risk-taking businesses, it requires a thorough understanding of the roles played by internal business decision makers, IP professionals and external stakeholders of their innovation ecosystem.

### Topics Key to Business Decision Makers

- People as Enablers: The Role of the Human Factor in Intellectual Asset Management of Technology.
- Transactions Powered by Intellectual Assets: A Decision Maker's Perspective.
- IP Enforcement Strategies for SMEs.
- Why Technology Start-ups Should Be Paying More Attention to Patents.

- From Spin-out to International Player: A Case Study
- The Virtual Reality and Hard Data of Successful University Start-ups That May Succeed....or Not!

### Topics Key to IP Professionals

- IP and Open Innovation: Managing Technology Push and Pull.
- Integration of IP into the "Classical" Stage-Gate Model.
- Succeeding with Market Facilitators: How Buyers and Sellers Meet.
- How to Market and License Your Technology.

### Topics Key to Other Stakeholders of the Innovation Ecosystem

- Market Success and Challenges of European SMEs: Results from EPO's Patent Commercialization Scoreboard.
- Partnering for Succeeding at Technology Commercialization: A Negotiation Master Class Case Study.
- The Making of the High-growth Technology Business Conference 2019: Re-engineering Conference Delivery to Maximize Impact. ■

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Topic Recommendations		
Business Decision Makers	IP Professionals	Ecosystem Stakeholders
<ul style="list-style-type: none"> <li>• People as Enablers</li> <li>• Transactions Powered by Intellectual Assets</li> <li>• IP Enforcement Strategies</li> <li>• Technology Start-Ups Paying Attention to Patents</li> <li>• From Spin-Out to International Player</li> <li>• The Virtual Reality And Hard Data Of Successful University Start-Ups That May Succeed...Or Not!</li> </ul>	<ul style="list-style-type: none"> <li>• IP and Open Innovation</li> <li>• IP in the "Classical" Stage-Gate Model</li> <li>• Succeeding with Market Facilitators</li> <li>• How to Market and License Technology</li> </ul>	<ul style="list-style-type: none"> <li>• EPO's Patent Commercialization Scoreboard</li> <li>• Negotiation Master Class</li> <li>• High-Growth Technology Business Conference</li> </ul>

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