



SCOTTISH INNOVATIVE ACTIONS PROGRAMME 2004 – 2005

Project Update - July 2005

PROJECT TITLE	Innovative Licences & Technology
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'Innovative Licences', the University of Glasgow's Innovative Actions project, aims to develop and market a new web site which will provide Scottish small and medium sized businesses (SMEs) with access to innovative technology from the University of Glasgow. The project started in March 2005 and will run for 18 months. Ready-made licence agreements and paid-for downloads will make it easy for SMEs and others to access important new technology, patents and licences from the University of Glasgow.

For fast growing SMEs, engaging with the University sector can often be too slow and bureaucratic. Negotiating licence terms can be time-consuming and can lead to expensive legal costs. The University's experience of working with SMEs has taught that these issues present barriers which can be overcome by developing 'off-the-shelf' licence agreements. Combining these 'innovative licences' with user-friendly technical information will hopefully encourage SMEs to become more innovative with their research and development activity.

The project is still at an early stage and the University is currently working with a Glasgow-based web developer to develop the web site specification. Alongside the web development work, the University is auditing its technologies and working with its legal team to develop 'off-the-shelf' licence agreements to provide the necessary "click-wrap" solutions.

As the development processes are taking longer than anticipated the University has had to think more creatively about engaging companies prior to the web site launch. This has produced the University's first direct marketing campaign to SMEs throughout Scotland. The University hopes that this campaign will raise awareness of the new web site amongst its target group and encourage Scottish SMEs to register for email updates, company visits and deals.

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An initial design for the 'Innovative Licences' web site