

Название публикации:

University innovation funnel model

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Аннотация:

The modern university aims to develop new technology and intellectual property objects with the help of university workers and students. Therefore, development of university innovation products is a crucial task. The article analyzes innovation development processes at universities to identify possibilities of student intellectual resources. Research results are presented as innovation development models.

The article reviews key models which can become a basis for university innovation development. A model of a standard university innovation process is described. It was developed as a result of research carried out by the authors. The model takes into account internal and external factors influencing technology development at the university. The model is based on two approaches - an open innovation model and an innovation funnel model which describe the process of creating and promoting innovation products by the university. External factors are taken into account at all stages of creation and promotion of innovation products (ideas suggested by other sources, external laboratories, research centers, etc.). The model also takes into account external factors when selling products and licenses. One of the determinant factors is an investment source. As far as this issue is crucial at the earliest stage of innovation development when it is impossible to create an enterprise and difficult to assess potential profit, the model distinguishes between public and private investment resources.

Ключевые слова:

Innovation development model; innovation funnel; innovation products; university entrepreneurship; "funnel"; "open innovation"