

# Social innovation transfers: solutions to challenges facing society

## INTELLECTUAL PROPERTY TRANSFER

Aligo has several years' experience in intellectual property (IP) transfer. IP transfer—often referred to simply as technology transfer, though this term can be a source of worry in social innovation spheres—is the process of transferring IP rights to a “hiring” party (e.g., industry player, institution) for the purpose of marketing a new product or service. The type of IP protection most commonly referred to is the patent, but there are other ways of effecting IP transfer. For example, copyright may be transferred, by means of an agreement granting a licence to an existing company allowing it to offer a new type of training. **In the knowledge economy, it is impossible to market intellectual property if the rights do not belong to you, or haven't been transferred to you.**

## FROM IDEA TO INNOVATION

The steps leading up to an IP transfer include, but are not limited to, evaluation of the maturity of the innovation and its potential for reproducibility, transferability and scaling; establishment of the chain-of-title documentation (i.e., tracing the sequence of transfer of the ownership rights); a value proposition (impact, business model); maturation, the search for financial and strategic partners; creation of a new company with the appropriate legal structure; and transfer of the IP rights. These are the typical steps managed by Aligo, working in close collaboration with the research team and the various players in the ecosystem.

## SOCIAL INNOVATION PILOT PROJECT

A pilot project begun in November 2018 with financial support from Concordia University, ÉTS, UQAM, UQAR, UQAT, UQO and UQTR led to the creation of a new social innovation business development

department, for the purpose of filling a niche that would complement the current crop of major players including Humanov.is (formerly CLIPP), CTREQ and CRISES. Supported by an advisory committee, the pilot project has gotten off to a successful start. Among the achievements are: the implementation of a social innovation description form and the *Défi en Innovation Sociale* competition which is now at its second edition. Winning projects in the competition are selected by a jury comprising four leading players in the business and social-issues communities. The jury members in 2019 were Diane Bérard, Édouard Clément, Alain-Olivier Desbois and Guy Gervais (the jury chair), and awarded prizes to two projects:

- The Biper audible puck system, developed for visually disabled / blind hockey players;
- The Dream project, which uses virtual reality technology for pain and anxiety management in children facing painful medical procedures. The project led to the founding of spinoff company Paperplane Therapeutics.

These are currently active files at Aligo.

## A CONCRETE EXAMPLE



Photo : UQAT/Christian Leduc

Social innovation transfer is nothing new at Aligo. One of the key success stories of 2019 has been the transfer of a certification standard to Underwriters Laboratories (UL), which has introduced an ECOLOGO certification program for mining exploration. The new standard, an international first, was developed using sustainability principles.

## MEASURING THE SOCIAL IMPACT OF INTELLECTUAL PROPERTY TRANSFER AGAINST THE UN SUSTAINABLE DEVELOPMENT GOALS

The United Nations established 17 goals as part of its 2030 Agenda for Sustainable Development, adopted by world leaders in September 2015. The United Nations Sustainable Development Goals (UN SDGs) were defined as part of a framework for charting a better, more sustainable future for all. They are characterized as a call to action encouraging all countries to achieve a tangible social impact. The social impact of innovations is a component of the Aligo pilot project aiming to add a complementary dimension to technical and commercial evaluations and to our activities. The purpose is to ensure the best chances of success for an IP transfer and for socio-economic wealth creation. Mindful of these challenges and in the context of the pilot project currently under way, Aligo conducted an exercise in December 2019 to identify how technologies and innovations transferred to industry are contributing to progress toward the 17 UN SDGs.

### CLASSIFICATION OF INTELLECTUAL PROPERTY WITH TRANSFER MANAGED BY ALIGO AND NOW HELD BY COMPANIES, ACCORDING TO THE 17 UN SUSTAINABLE DEVELOPMENT GOALS

