



# NUOVI VETTORI DI TRASFERIMENTO

Alberto Di Minin

Ricercatore - Scuola Superiore Sant'Anna

Delegato – PMI e Finanza di Rischio  
Horizon 2020





“Rien...”

Dal diario del Re di Francia Luigi 16<sup>th</sup>  
July 14<sup>th</sup> 1789

“Oggi brindiamo  
al più grande programma  
di ricerca e innovazione della storia  
dell’Europa”

THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020

Commissario Geoghegan-Quinn,

3 Dicembre 2013, Consiglio Europeo Ricerca e Competitività



# Come ci stiamo preparando?



KEEP CALM  
AND  
GET  
READY TO  
PARTY





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ALCUNI PUNTI DI PARTENZA

# IL TRASFERIMENTO

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# ANNI 80



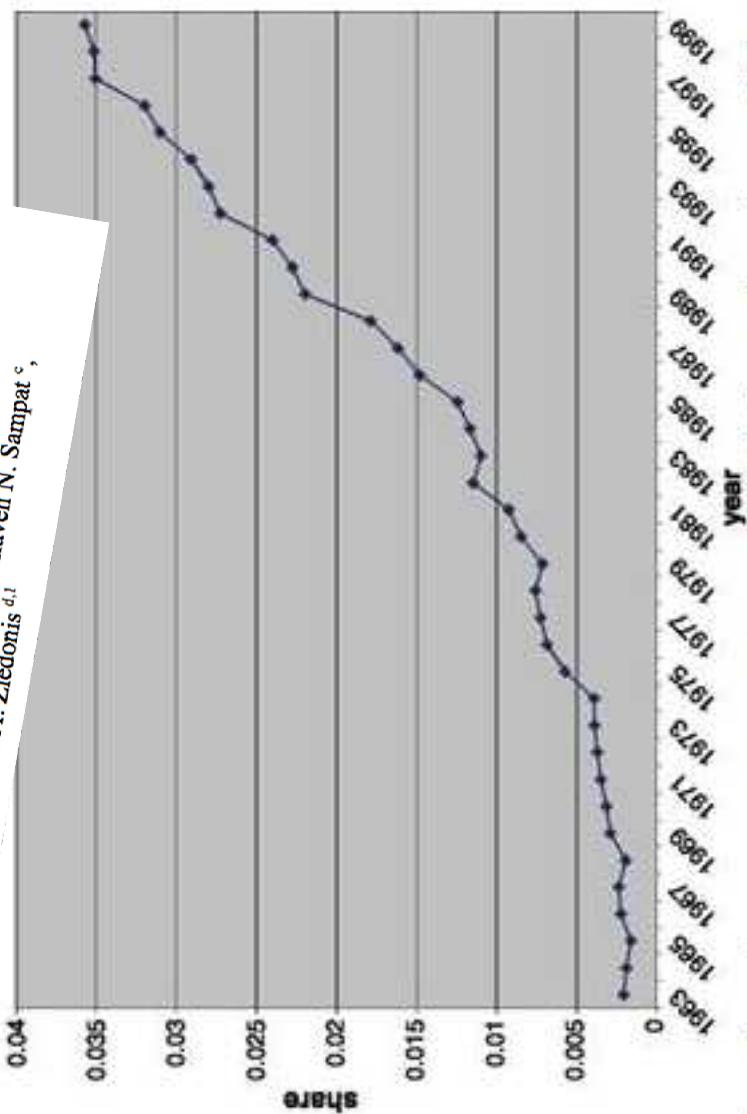


*"A wealth of **scientific talent** at American colleges and universities – talent responsible for the development of numerous innovative scientific breakthroughs each year – is going to waste as a result of **bureaucratic redtape** and **illogical government regulations...**"*



*- U.S. Senator Birch Bayh  
(co-ideatore del Bayh Dole Act del 1980)*

*The growth of patenting and licensing by U.S. universities: an assessment of the effects of the Bayh–Dole act of 1980*  
David C. Mowery <sup>a,\*</sup>, Richard R. Nelson <sup>b</sup>, Bhaven N. Sampat <sup>c</sup>,  
Arvids A. Ziedonis <sup>d,l</sup>



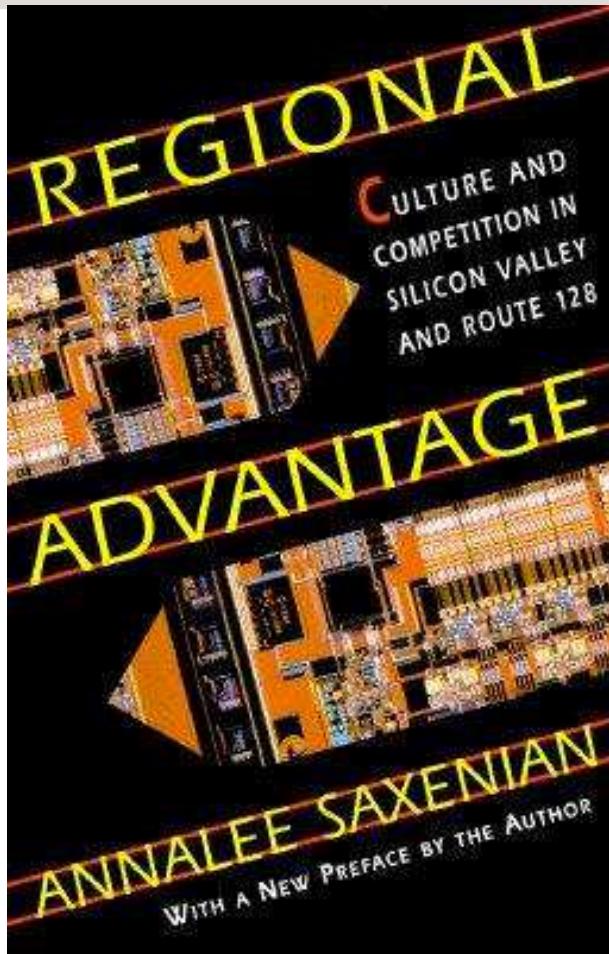
**Figure 1:** US research university patents as a percentage of all domestic-assignee US patents, 1963–1999.

# ANNI 90





# Il Cluster



IDEA 1: Specializzazioni regionali

IDEA 2: Economie Esterne

# ANNI 2000s





# Open Innovation



IDEA 1: Non tutte le persone smart  
lavorano per la tua azienda

IDEA 2: La tua azienda  
potrebbe non essere la più smart



# Citazioni articoli scientifici Open Innovation in Google Scholar

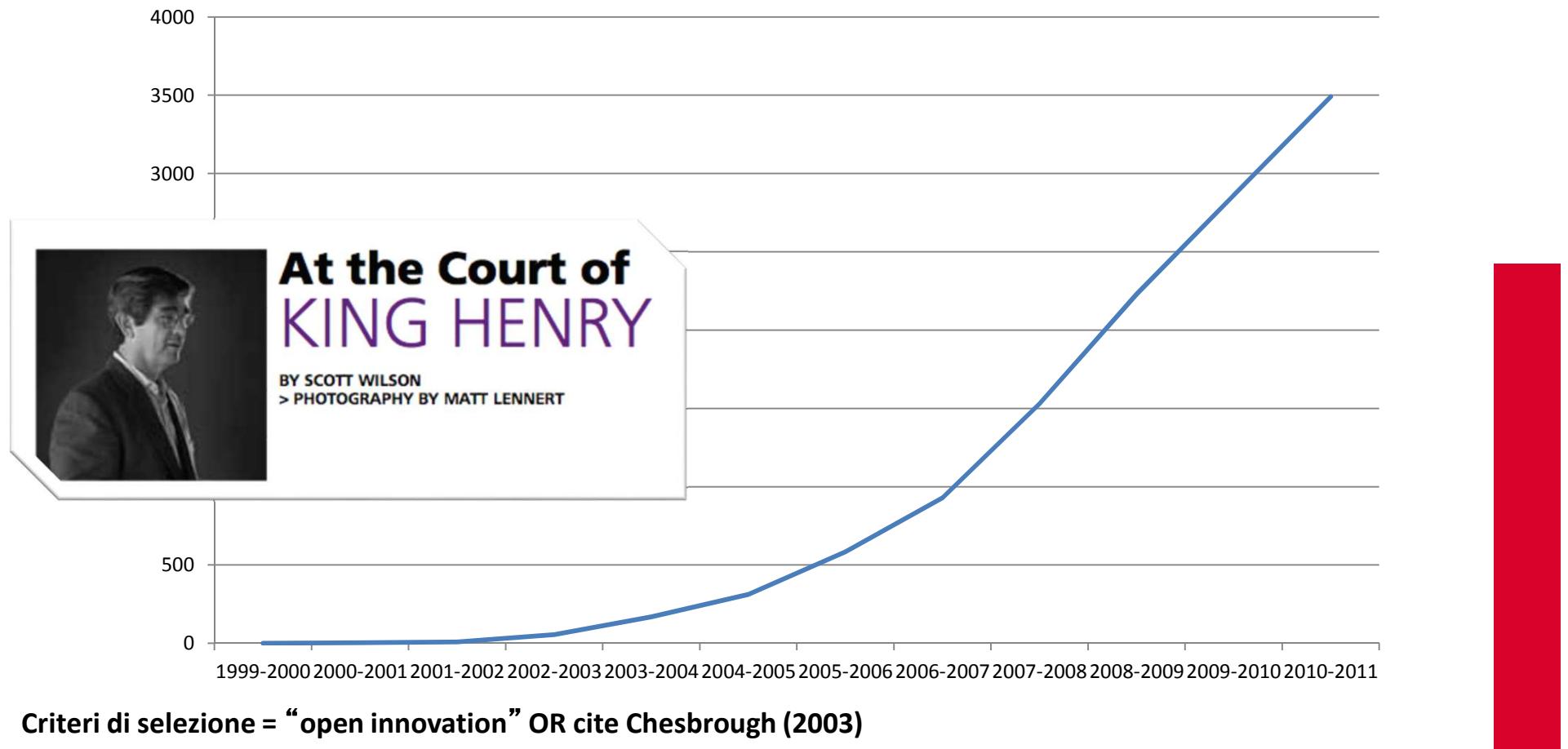
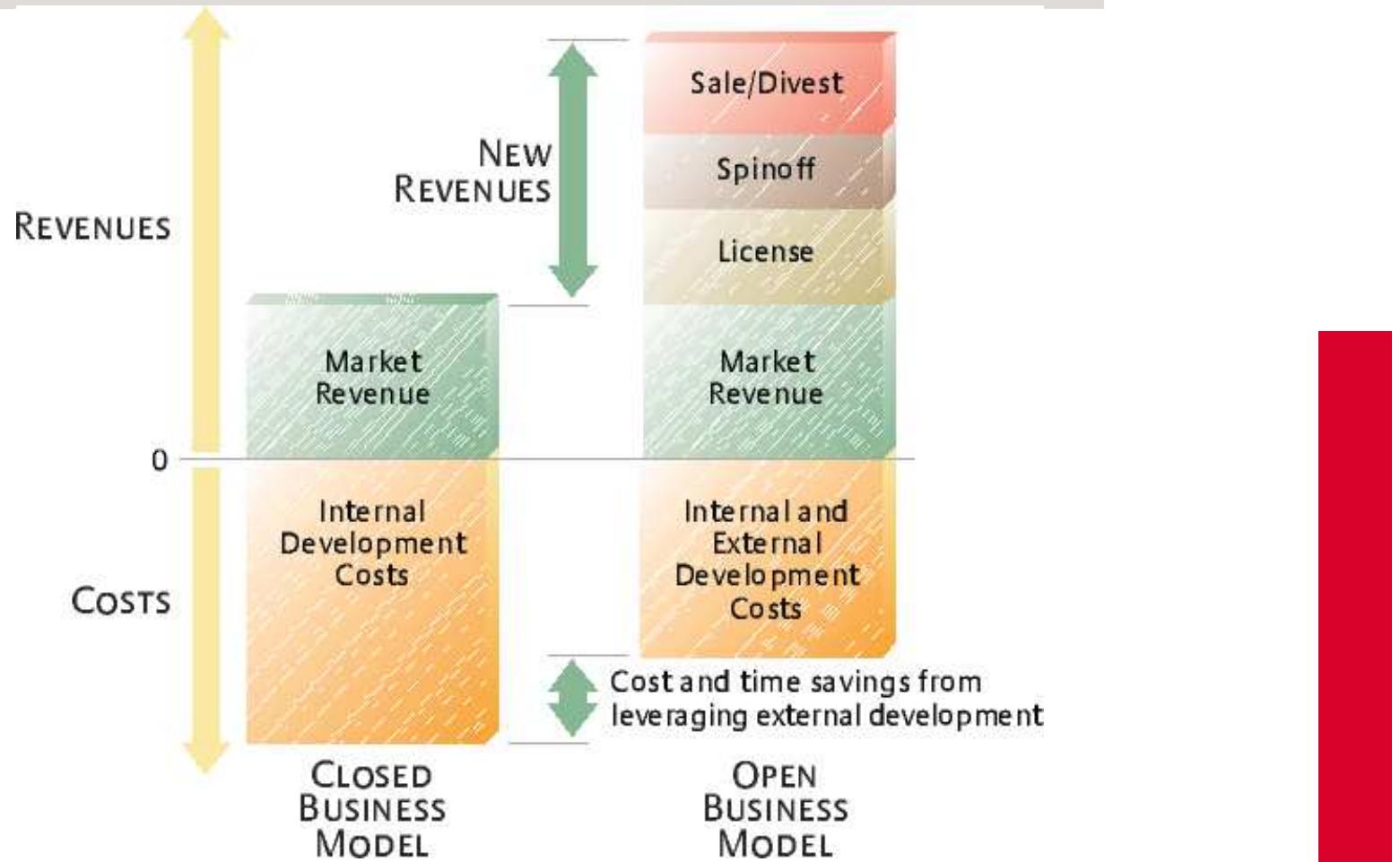


Immagine da: Deloitte Review, issue 10, 2012

Dati : nostra elaborazione su dati di Henry Chesbrough



# I modelli di business come driver di innovazione, l'idea base di Chesbrough



Chesbrough, H. (2006). *Open Business Models: How to Thrive in the New Innovation Landscape*. Cambridge MA, Harvard Business School Press.





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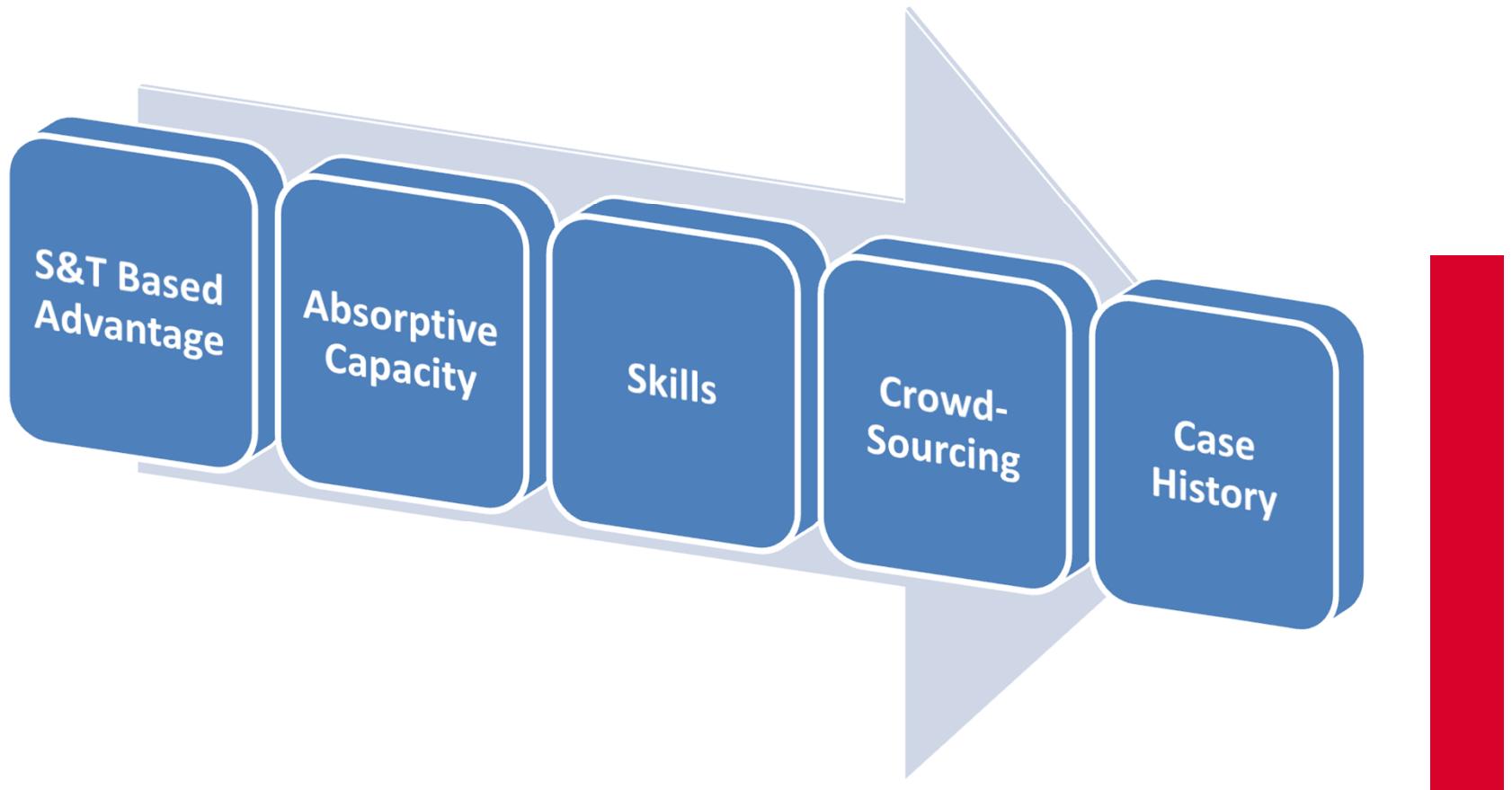
E ORA?

# NUOVI VETTORI DI TRASFERIMENTO

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# Ve li riassumo così





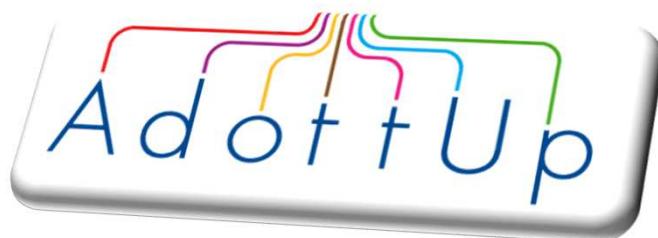
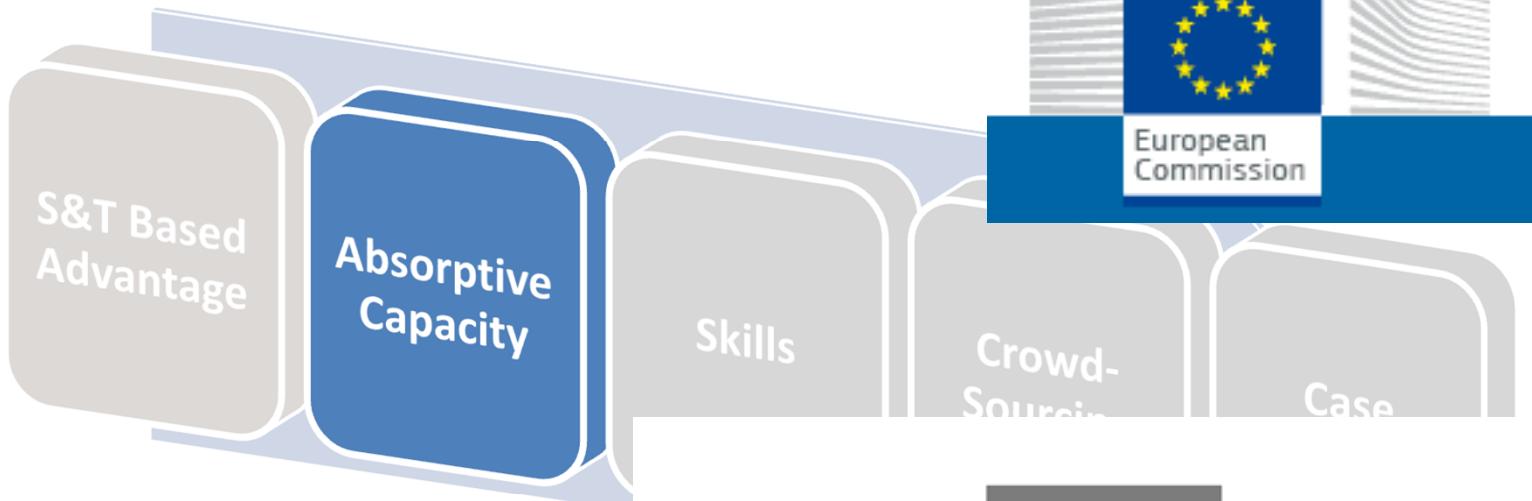
# Trasferimento di Competenze





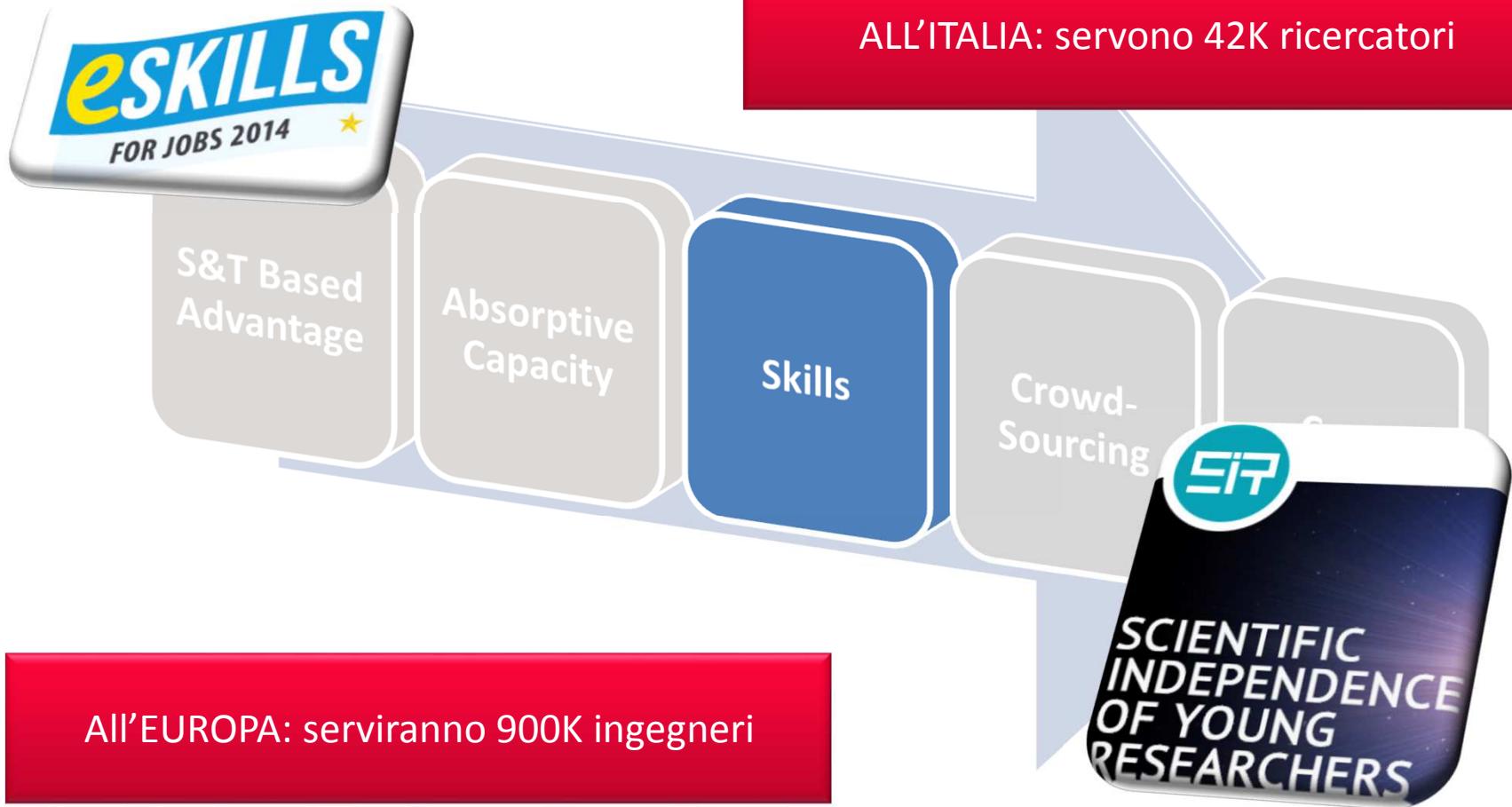
# Imprese e istituzioni “spugne”

## SME Innovation Instrument





# Centralità delle persone



# Social Productivity

Utente innovatore e creatività diffusa



Henry Chesbrough  
(U.C. Berkeley)



Manuel Castells (USC)



Eric Von Hippel (MIT)

**Talent Italy**





# #fuoriclasse

University of Glasgow | Adam Smith Business School

Scuola Superiore Sant'Anna

UDINESE CALCIO

Udinese Calcio soccer club as a talents factory:  
Strategic agility, diverging objectives,  
and resource constraints

by Alberto Di Minin, Federico Frattini, Mattia Bianchi,

Talent Factory

L'officina scrittoria di  
**ANTON FRANCESCO DONI**

Opere a stampa

ZUCCA, 1551-1552

MORAL FILOSOFIA, 1552

MONDI, 1552-1553

MARMI, 1552-1553

**Manoscritti**

ATTAVANTA, 1559

Excellence with Impact

Criteri di trascrizione  
Percorsi  
Indice

**FRANCESCO DONI**  
Archivio multimediale di stampe  
e manoscritti

Skills

Crowd-  
Sourcing

Case  
History

**EMERGENCY**

Open Social Innovation

SUMMER 2013 VOL. 55, NO. 4

California Management Review

Review

SPECIAL ISSUE ON  
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TECHNOLOGY

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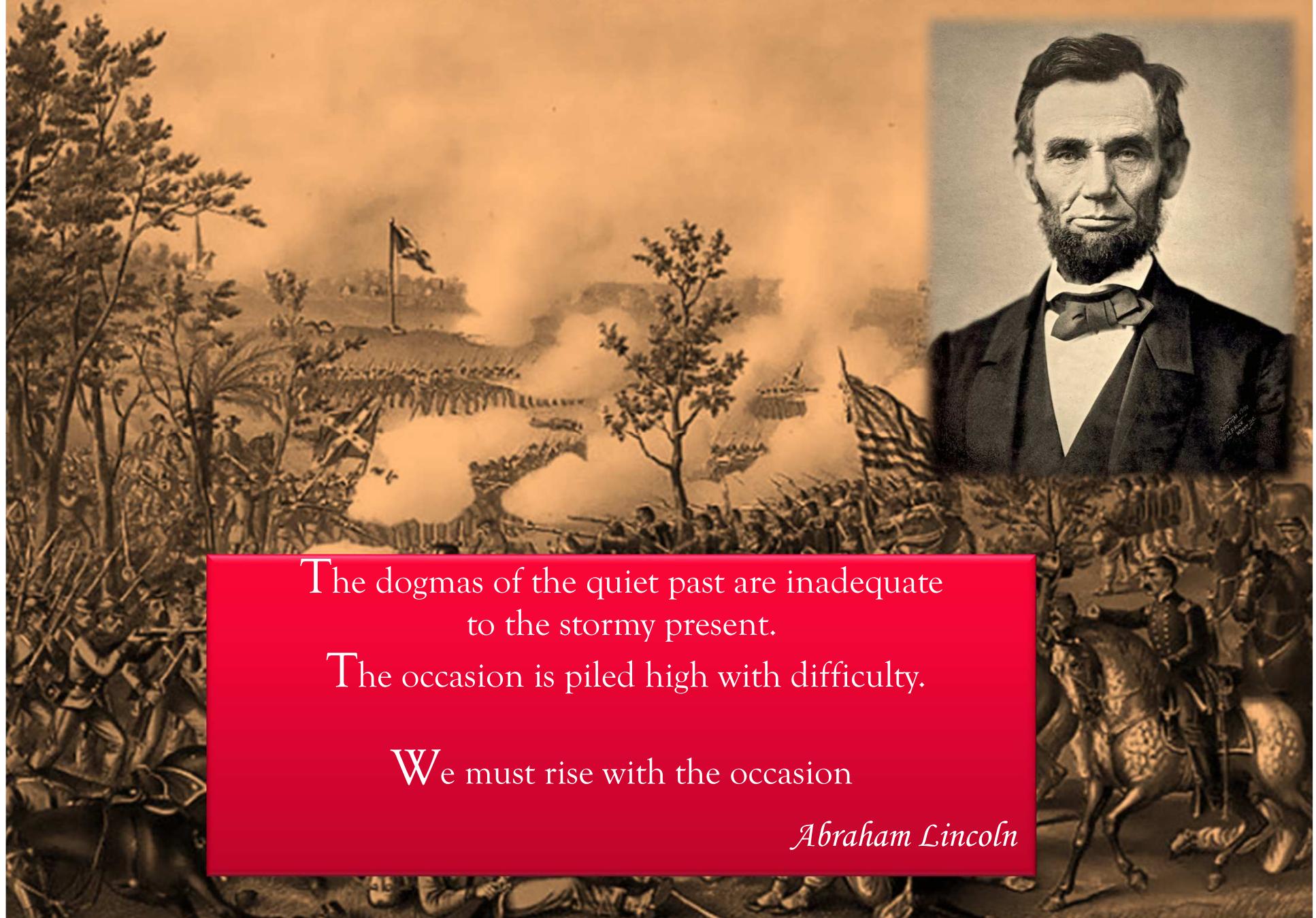
University of California  
Berkeley  
Haas School of Business

Appropriation  
Advantage

**LOCCIONI**

Sarti dell'innovazione

## Battle of Atlanta - Death of Gen. James B. McPherson



The dogmas of the quiet past are inadequate  
to the stormy present.

The occasion is piled high with difficulty.

We must rise with the occasion

*Abraham Lincoln*



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Alberto Di Minin – [www.diminin.it](http://www.diminin.it)

**GRAZIE PER L'ATTENZIONE**

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