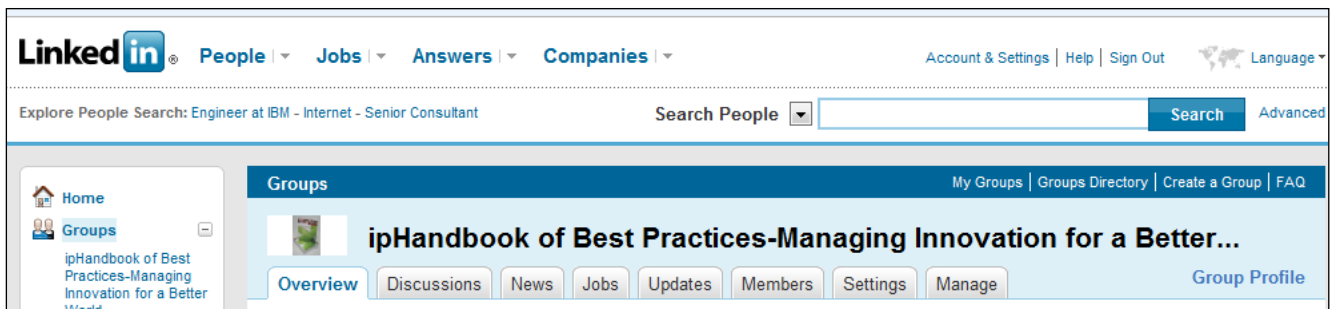


now on



If you are willing to Manage a Discussion group for and on behalf of the ipHandbook (eg. Technology Transfer Managers in Africa, Open Source and Biotechnology, etc), **please contact editors@ipHandbook.org.**

Thank you for your cooperation.

Our (evolving) LinkedIn Strategy

LinkedIn is a social networking site mainly used for professional networking.

Goals:

1. Providing the ipHandbook community a tool for effective networking with like-minded individuals and organizations, thus enhancing their **"network capital"**
2. Enabling the development of **additional depth and breadth** of resources, content and ideas that will eventually feed into the ipHandbook website
3. Creating **topic-based** (eg. open source and drug/vaccine development) and **geography-based** (eg. university technology transfer professionals in Africa) **clusters**
4. Allowing easy **access** to authors, experts, and other resource people
5. **Broaden the user group** of the ipHandbook.

A Note on the Importance of “Social Capital”

It is well established that the linear model of technology transfer has radically changed over the last decade or two, and nowhere is this more apparent than in the life sciences. It is now interactions between downstream and upstream actors and interwoven between the public and private sector, adding several additional layers of constraints and challenges. In drug and vaccine development and in agricultural biotechnology applications in particular, transfers happen in both ways, within and between public/private networks. Importantly, those who are outside “the network” have difficulties getting in, not least because of the high transaction costs associated with IP and regulatory aspects.

Whereas professional organizations, such as STEM in India, AUTM in the US and elsewhere, or LES perform extremely useful functions in providing their members with technical information, opportunities to expand their networks, and training opportunities, such established institutions also have several downsides. First, the cost of participation can be prohibitively high for many developing country individuals. Second, it is more difficult for them to respond flexibly to emerging issues. We believe the *ipHandbook* on LinkedIn will partly mitigate these downsides.

Development has ceased to follow the rules of “convergence”, whereby returns on new investments are higher where capital is more scarce, thus gradually converging the economies of developed and developing countries. Innovation and technology, unlike capital, are not converging forces. The more a country innovates, the more likely it is to innovate in the future. Unfortunately, developing countries lag far behind in innovation. Many of them have yet to formulate, much less implement, government policies for science and technology. When such policies do exist, they are usually limited to public research and rarely address the relationship between academia-and industry.

Further, although the “knowledge economy” made many headlines for years, it is increasingly the “social capital” or “network capital” that counts these days. People make networks work. Human networks make things happen; it is not the inert, underlying data and information that makes things work. This is relevant to IP and innovation management because its value depends upon its use. And in order to get IP used by as many people or institutions as possible, and innovation a reality, one has to sell or license it. This requires transactions between people who know and trust each other.

Strategy to Achieve the Goals

1. Providing the *ipHandbook* community a tool for effective networking with like-minded individuals and organizations, thus enhancing their “network capital”

LinkedIn forms an integral part of our strategy to leverage social networking as an effective tool to provide easy access to policy makers, R&D managers, IP managers and licensing professionals, and scientists that share the common goals of the *ipHandbook* community. Opportunities to broaden ones network are also provided.

More specifically, we will offer a forum where people can network with:

- individuals from the same profession (such as university technology transfer managers)
- individuals from distinct professional groups but who nevertheless share a common goal (such as the dual use of innovation for economic growth and humanitarian benefits)
- spanning across public and private sectors

2. Enabling the development of additional depth and breadth of resources, content and ideas

LinkedIn will act as a tool to add to the depth and breadth of resources, content and ideas by increasing the users base by the fact that the group becomes visible to all the users added in the list of original users who would be sent an invitation. This can be assumed that as LinkedIn is a Professional Networking site and thus the probability of having other IP Professionals in the list of original users invited is very high.

LinkedIn will be a platform to approach to provide users with discussion fora where views are shared by a particular group users. Comments, previous experiences and open discussion will result in content creations and problem solving in a public discussion leading to best practices in the particular area.

The discussions are likely to be stimulated by query from a user, latest blog post in the ipHandbook Blog or a latest reporting on Twitter. Thus it is expected that various new topics and current issues which are a grey area in IP will be discussed and result in fruitful results.

Example of likely topics include:

- Job opportunities in various sectors
- Use of networking tools to serve the ipHandbook community
- Current issues in IP management and Technology Licensing.
- Role of AUTM, STEM etc. in setting standard Practice for TTOs.
- Development and growth of Open Innovation Culture.
- Public Funded Research and global innovation laws (Bayh Dole Models).

3. Creating topic-based and geography-based discussion clusters

Creating a Group is an easy way to bring professionals together online. A LinkedIn Group can have discussion clusters based on Geography and topics related to the IP handbook that and the activity of the users. Discussion clusters provide Geographic and topic based focus provide the members a list of people interested or involved in that specific area of work or focus.

Such clusters not only serve as an association tool but also very specific discussion forum to have in depth analysis of issues and current events/developments. Topics like Open Source models and Green Innovation can be covered in general discussions in the group of IP handbook if a section of the community is actively involved in related discussion, this could result in setting up of other groups on such topics either on the interactive website forum or on LinkedIn.

4. Allowing easy access to authors, experts, and other resource people.

The ipHandbook community consists of the authors and the readers and users of the resource. With the more policy-based *Executive Guide*, companion to the Handbook, that community is increasingly large. Although each chapter includes the contact details of the authors, with over 200 authors who move on to new jobs and places, it is a challenge to keep contact information up-to-date. It is an even bigger challenge to identify—yet alone keep track—of the major users of the ipHandbook resource.

For these reasons, LinkedIn will serve as a one-stop place to find and communicate with, and among, authors and “users” of the resource.

5. Broaden the user group of the ipHandbook.

Everyone on LinkedIn already has, or soon will have, a group of contacts. Most LinkedIn users set their preferences in such a manner that their contacts can be seen by other contacts. In that way, new ipHandbook users can see the network of their contacts and broaden their network. Similarly, it also allows those who are not yet users of the ipHandbook on LinkedIn to become aware of the resource, both on the web (www.ipHandbook.org) and on LinkedIn. Therefore, by using LinkedIn will, over time, broaden the network of people and institutions and have a reach far beyond the current dozen of thousands of users of the website.

Implementation of the Strategy

A three-pronged strategy will be adopted to implement the above three elements:

1. Establishing the ipHandbook on LinkedIn

First steps, will be to set up a list of authors and invite all authors to join LinkedIn. This will involve setting ipHandbook as a separate User this would help create different groups divided into regions etc. Although setting up of subgroups will be subject to the participation in discussions and use of the forum in a manner which separates the various users in the community.

2. "Seeding" LinkedIn

After the setting up of the ipHandbook group, all the users added in the list of original users who would be sent an invitation. LinkedIn being a Professional Networking site and thus the other IP Professionals in contact list of original users would be inclined to join. The other way that would result in people becoming a part of the ipHandbook group is by the search feature. For this purpose the title of the group could be "ipHandbook: Intellectual Property Handbook of Best Practices" as this would get users searching for IP as well as Intellectual Property to the ipHandbook group.

Comments, previous experiences and open discussion will not only provide content creation and problem solving in a public discussion leading to best practices in the particular area but also valuable global networking to the users.

The discussions are likely to be stimulated by query from a user, latest blog post in the ipHandbook Blog or a latest reporting on Twitter.

3. Sustaining the ipHandbook on LinkedIn

LinkedIn will play a major role to bring in activity and generate discussions within the community. There will be the need of an Administrator to raise various issues which are being raised on the Blog and even pointed out in the Twitter.

Using LinkedIn

After creating an account, users can search for jobs, clients or partners, they can distribute listings, discuss issues and make themselves more visible in their own industry. In short, users create a profile where they put down their qualifications and interests, very much like a résumé.

Any member of LinkedIn will, through searching for the same qualifications, be able to find someone's profile. In addition it is possible to send out invitations and search for former colleagues and classmates, as well as other acquaintances. The users create the content and manage the information on their own.

More about LinkedIn

LinkedIn is a world-wide social networking service that was established in 2003. It may also be referred to as social software or an online community, and it has many similarities to a Web 2.0 application.

LinkedIn's main purpose is to provide business opportunities for professionals from all over the world through organizing and expanding one's professional network. The network addresses both employers and employees, and it mediates a potential for people to find new resources in addition to being found and given opportunities as a resource.

In January 2008 LinkedIn had grown to include over 17 million members, representing 150 different industries. From March 2007 until March 2008, LinkedIn had a growth of 319%, making it the fastest growing social networking service available. LinkedIn users may choose between free and premium accounts. The latter gives access to better tools for searching and communicating, making it easier to get in touch with new people.