



GERMANY & UK



2014 Statistics

Germany

- » Life expectancy: 80.4 years
- » Population: 81 million (est.)
- » GDP per capita: US\$39,500 (2013 est.)
- » Mobile penetration: 130.4% (est.)

UK

- » Life expectancy: 80.4 years
- » Population: 63.7 million
- » GDP per capita: US\$37,300 (2013 est.)
- » Mobile penetration: 115.3%

Sources: CIA World Factbook (<https://www.cia.gov/library/publications/the-world-factbook/>); Mobile penetration data provided by Informa UK Limited and based on market intelligence.

L2Pro shows how successful IP strategy teaching materials can be transformed to run on a different platform in order to reach a new audience of SMEs seeking to protect and exploit their creativity.

— Dr. Jeremy Philpott, Project leader for ip4inno at the European Patent Office

Learn to Protect, Secure and Maximize Your Innovations: Mobile Learning Platform Helps Small and Medium-Sized Enterprises Bring Their Innovations to Market

The Learn to Protect, Secure and Maximize your Innovations (L2Pro) project utilizes a mobile learning platform to provide intellectual property (IP) training to small and medium-sized enterprises (SMEs) in Germany and the United Kingdom (UK). L2Pro was developed to help participants better understand how to protect their innovations, manage their IP transactions, access capital and integrate IP considerations into their company strategy. The project aims to help companies obtain value from their research and development (R&D) efforts and build sustainable, IP-based business models, while demonstrating how mobile technology can support SMEs by enabling them to learn anywhere and any time.

Challenge

- » Approximately 99 percent of all companies in Europe are SMEs, and their economic impact is immense.¹
- » Knowing how to integrate the value of one's inventions and ideas into business plans is vitally important in today's increasingly competitive global economy.
- » R&D-intensive SMEs often lack the resources, expertise or time to adequately protect their innovations. And, they often don't understand how to effectively utilize the intellectual property rights (IPR) system – whether to attract investment, protect and successfully commercialize their innovations, or compete in global markets.
- » Traditionally, IPR courses are taught in classroom settings, which are difficult for small business owners to work into their schedules.

Proposed Solution

- » A bilingual mlearning platform was developed to provide SMEs in Germany and the UK with training on IP topics that are fundamental to SME operations and business. In the pilot phase, the project will be undertaken by 30 SMEs in Germany and the UK.
- » Participants engage in a ten-week training using advanced mobile devices such as tablets and wireless broadband connectivity, enabling them to access the content any time and any where.
- » Reshaped for a mobile platform, the content is based on material developed by the www.ip4inno.eu project for classroom training.

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- » Participating SMEs receive weekly, direct training from IP experts, as well as the opportunity to ask questions and network with the other participants.
- » Networking and communication features built into the mLearning platform allow SMEs to meet each other online, exchange experiences and expand their professional networks.
- » Content includes: general information about the mLearning platform and training; a learning section with ten modules covering topics such as the fundamentals of patents and trademarks, IP licensing, IP valuation and financing, IP enforcement, and using patent information for commercial intelligence, technical research and business decision-making; and a test section that mirrors the teaching modules. Participants take a 10-question quiz after completing each learning module, allowing trainers to assess participants' progress and areas for improvement.

Project Stakeholders

- » Fraunhofer-Institute for Industrial Engineering (IAO) developed the L2Pro platform, is identifying SME participants in Germany, providing trainers and managing the project.
- » The ip4inno Project, which is a project funded by the European Commission and developed by a consortium including the EPO, Fraunhofer IAO and others to offer IP training for SMEs, provided the content for L2Pro.
- » United Kingdom Intellectual Property Office is helping identify SME participants in the UK and providing trainers.
- » Wireless Reach initiative from Qualcomm provided funding for the creation of the mLearning platform, devices and connectivity.



¹ [HTTP://EC.EUROPA.EU/ENTERPRISE/POLICIES/SME/FACTS-FIGURES-ANALYSIS/INDEX _ EN.HTM](http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/index_en.htm)

Qualcomm® Wireless Reach™

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