



# L2Pro

## Learn to Protect, Secure and Maximize Your Innovations: Mobile Learning Platform Helps Small and Medium-sized Enterprises Bring their Innovations to the Market

Learn to Protect, Secure and Maximize Your Innovations (L2Pro) utilizes a mobile learning (mLearning) platform with educational content about Intellectual Property (IP) specific to Small and Medium-sized Enterprises (SMEs). Originally launched in Germany and the United Kingdom, L2Pro expanded to Italy in 2015 and France in 2017. L2Pro was developed to help participants better understand how to protect their innovations; acquire and/or transfer IP rights; access capital to finance their innovations; integrate IP considerations into their company business model; and obtain value from their research and development (R&D) efforts. The L2Pro content is made available to SMEs via an online platform and complementary mobile application, enabling them to learn anywhere and anytime.

## Italy

### 2018 Statistics\*

Population (2017 est.)  **62.1 million**

Life Expectancy  **82.3 years**

GDP Per Capita (2017 est.)  **US\$38,100**

Mobile Penetration  **120.41%**

### Challenge

- Approximately 99 percent of all companies in Europe are SMEs and their economic impact in the region is immense.<sup>1</sup>
- The European Commission's Digital Single Market strategy and the Italian Strategy on Innovative SMEs both stress how important it is for SMEs to know how to integrate the value of their inventions and ideas into business plans in order to compete in today's increasingly competitive global economy.
- R&D-intensive SMEs in Europe often lack the resources, expertise or time to adequately protect their innovations. Further, they often don't understand how to effectively utilize the IP system – whether to attract investment, protect and successfully commercialize their innovations, or compete in global markets. Protecting innovative SMEs is a major concern for national legislators who are trying to stimulate the flow of venture capital to these businesses.
- Traditionally, IP courses are taught in classroom settings, which are difficult for small business owners to work into their schedules.

### Solution

- The L2Pro mLearning platform was developed to provide educational content on IP topics that are fundamental to SME operations and business. The content is based on material developed by the ip4inno Project ([www.ip4inno.eu](http://www.ip4inno.eu)) and combined with new interactive content developed in collaboration with IP experts, such as the Italian Patent and Trademark Office.
- Two new training modules specific to Italian SMEs were developed, bringing the total number of modules to 13. Training topics include: basics of patents and trademarks, licensing, IP cover valuation, how to obtain financing, how to collaborate and develop innovation while protecting their own R&D investments, the usage of patent data for business intelligence, and finding resources and funding for financing their own innovation.
- In 2015, L2Pro successfully registered 25 SMEs to use the online platform and participate in the training.
- The mLearning platform was updated to be more interactive, include new IP content, and have a more responsive platform optimized for mobile viewing.
- For more interactive engagement, a mobile application was created and can be downloaded.
- Networking and communication features built into the mLearning platform allow SMEs to meet each other online, exchange experiences and expand their professional networks.

\*Sources: CIA World Factbook (<https://www.cia.gov/library/publications/the-world-factbook>); mobile penetration data provided by Ovum World Cellular Information Service and based on market intelligence.

## Impact



### Anytime, Anywhere Training

A series of 13 training modules were developed for SMEs to access anywhere and anytime on a smartphone or tablet with 3G/4G connectivity.



### 100 SMEs and Counting

In 2015, during Phase I of the implementation in Italy, L2Pro successfully registered 25 SMEs to use the online platform and participate in the training. During Phase II, more SMEs are being recruited to participate in L2Pro and invited to access the training modules via the updated platform and complementary mobile application.



### Broad Audience

L2Pro's intended audience is SMEs, but entrepreneurs, including researchers, students, and innovators, would also benefit from the content given the increasingly competitive global environment.



### Expanding Across Europe

Originally launched in Germany and the United Kingdom, L2Pro expanded to Italy in 2015 and France in 2017.

## Program Stakeholders



<sup>1</sup> <http://www.eubusiness.com/topics/sme/report-2014>

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