

---

## **PRESS RELEASE**

### **ICM INDUSTRIAL LAUNCHES IRM® CLUSTER**

#### **GROUND-BREAKING PLATFORM FOR INNOVATION ACCELERATION**

#### **AND TECHNOLOGY TRANSFER FOR SMEs**

- **For the first time in Italy a Platform of innovative services and technologies is available to support innovation process, technology assets valorization, collaborative R&D and commercialization of technologies and patents.**
- **ICM Industrial will support Italian SMEs, Clusters and Enterprise Networks in all the phases of the innovation process: from idea generation, access to market, technologies and patent intelligence, to intellectual property management and transfer to end markets.**
- **The platform is tested by ICM International and its IPT Alliance's partners and it will be released for Italian and European Clusters starting from Mechatronics, Cleantech, Packaging, Biotech and Aerospace fields.**

*Turin, 23<sup>rd</sup> March 2012*

ICM Industrial, innovation and technology transfer company of ICM International network, launches **IRM® CLUSTER (*Innovation Relationship Management*) Platform**, the first offering of innovative services and technologies to support SMEs, Cluster Management (innovation poles, industry district, technology parks, competence centers and Enterprise Network Organizations) in organizing and managing the innovation process, from idea generation and development, know-how and patent management, valorization through technology transfer, setting collaborative R&D projects and end market opportunities targeting and development.

*“IRM Platform capitalizes the know-how, experiences and technologies fall out of hundreds of projects developed for SMEs, Clusters and Large Companies in innovative and technology demanding markets such as Germany, Switzerland and France. The platform enables the collaborative R&D and Enterprise Networks models to overcome the SMEs' weaknesses critical like critical mass of know-how and financial resources. Since many years we have in Italy an intense activities with SMEs and Districts, we believe the platform will be a powerful tool for their industrial development”.*

underlines **Pier Angelo Biga, ICM Industrial President**

*“The platform is an environment of high value-added professional, intelligence and applications services easy to use and customize. SMEs and Cluster organizations will have access to an organized and structured set of processes such as innovation, IP management, collaborative R&D, technology valuation and monetization. Intelligence services on technologies, patents, end markets, business and research players, trends and opportunities are customized by cluster's end markets and members profile. Services are available on pay-for-use model and are implemented by using a worldwide leading “cloud computing” application and technology platform which is scalable without limits, has a certified security and is accessible 24 hours 7 on 7 days”.*

underlines **Angelo Cavazzana, ICM Industrial General Manager**

---

IRM platform services are scalable and flexible and can be used at different level of complexity regardless the size of the end user organization:

- SMEs
- Large Corporations
- Clusters Managers (districts, innovation poles, technology parks, competence centres)
- Public and private laboratories and research centers
- Technology transfer organizations of Universities

IRM services are tailored to different industries, markets and business ecosystems (suppliers, customers, partners, universities).

IRM services will be provided to SMEs at the cost in line with their size, without any ICT investments and will enable the achievement of the following benefits:

- Increase the innovation rate
- Reduce R&D and product development cost through access to technologies (projects, know-how, patents) already available or to be developed with industrial and research partners
- Reduce the risks by knowing what it is in progress in their technology and market fields
- Increase revenues by identifying the market opportunities and anticipating the competitors through a structured intelligence on new customers/markets, partnership and licensing
- Build high profile collaborations network with research centers and cluster in Europe
- Leverage on the participation to collaborative R&D projects
- Produce high-quality patents

The Cluster Management Organizations by using the IRM Services can obtain benefits such as:

- Provide innovative services to their members
- Enable a profitable transfer of technology and IP fall out of collaborative R&D
- Engage clusters' stakeholders in a sustainable strategic development design
- Increase the availability of financial resources by promoting technology and patent licensing
- Effectively manage the coordination complexity of the "Open Innovation" projects
- Strengthen the cooperation between SMEs, Research Centers and Large Companies
- Promote and manage cooperation with similar cluster in Europe and WW by implementing Intercluster activities

The platform operates on international scale through ICM and IPT Alliance Network allowing national clusters to be connected with their international peers. Services are also useful for organizations interested in the economic development of SME and territories like Banks, Chamber of Commerce, Industrial Trade Association and Public and Private Research Centers.

**ICM Industrial**  
[www.icm-industrial.ch](http://www.icm-industrial.ch)

ICM Industrial is the innovation and technology transfer company of ICM International. ICM International is a leading European professional and industrial services network specialized in valuation, valorization, finance of intangible assets (ICM Advisors), in research & competitive intelligence (ICM Research) and in innovation & technology transfer (ICM Industrial).

ICM Industrial provides through IRM® platform (Innovation Relationship Management) know-how, services and tools to accelerate innovation and market exploitation of the R&D results.

The company has an extensive industry and financial know-how and proven working tools applied by its experts and professionals in different technology fields in the most industrialized European countries.

ICM Industrial, on top of its international organization, has a network of collaborations and contacts with high profile Competence and Research Centres specialized on the critical technology and engineering disciplines in many industries.

ICM Industrial counts among its clients Industrial Cluster, SME and Large Companies.

ICM Industrial operates in Italy with two operating units: a unit specialized in services for Industrial Clusters in Turin and an Innovation Pole focused on CleanTech and eco sustainable manufacturing in Schio (Vicenza).

ICM is a founding member of IPT Alliance, with Avenium Consulting SA (France - Subsidiary of CEA Commissariat à l'Énergie Atomique et aux énergies alternatives) and Patev Associates GmbH (Germany). IPT Alliance is the European leader in Intellectual Property Management and Technology Transfer with a track record of references in many industries and technologies.

The ICM International network operates in 6 countries, with 9 offices with more than 150 professionals. ICM International member firms are present in Italy since 2003.

---

**ICM International**  
**Marketing & Communication**  
**Monica Cavaliere**  
+39 011 4546399  
[monica.cavaliere@icmadvisors.com](mailto:monica.cavaliere@icmadvisors.com)  
[www.icm-industrial.ch](http://www.icm-industrial.ch)  
[www.ipt-alliance.com](http://www.ipt-alliance.com)  
[www.icmadvisors.com](http://www.icmadvisors.com)  
[www.icm-research.com](http://www.icm-research.com)