

Matchmaking and Business Rounds



Matchmaking programs involve bringing together providers and users of green technology solutions. One example is the WIPO GREEN “acceleration project” in Latin America, which involves WIPO green technology experts working with IP Offices in certain countries, such as Argentina, Brazil and Chile. Peru will participate in the next phase of the project. As part of these acceleration projects, the WIPO experts collaborate with the IP Office staff to, first, identify priority sectors and specific needs for action, second, identify possible technology solutions that could improve the green transition in that sector, then, third, identify ways to connect users and providers including through uploading relevant technology solutions to the WIPO GREEN platform.

Some countries also run national matchmaking programs, with the IP Office or other government agencies, identifying green technology needs and solutions then bringing together the relevant parties, helping them to identify ways to work together. These matchmaking activities can also be an effective way to connect domestic innovators with foreign partners, so they can adapt a solution for the local market then work together to commercialize it. In this case, the government may look for those active in a similar green technology space then broker the contacts. The IP Office can either manage such programs directly, or it can provide data and analysis to help to identify the stakeholders that should be connected, then let another government agency take the lead.

Some countries have organizations outside of the IP Office that work to promote open innovation and collaboration, by connecting potential partners. Such programs may be technology-agnostic or they may have a green component

In some cases, different countries work together on matchmaking activities for green technologies, with the IP Offices coordinating to bring together partners from the participating countries to regional events.

A modification of the above approach to matchmaking is the so-called “business round”. This initiative involves government agencies identifying groups of users and providers/innovators in a given green technology space, then creating opportunities for them to engage with each other, without further government involvement or efforts to generate a deal.

Some countries have created other forms of matchmaking to advance the green transition. For instance, one IP Office maintains an online database of specialists in IP management and commercialization who are willing to work with and support SMEs. This form of matchmaking matches service providers with emerging innovators who can benefit from their offerings. This program has benefitted a number of green SMEs.

Intended impact

Support the uptake of green technologies by facilitating interactions between different stakeholders, typically but not necessarily green technology users and technology providers.

Beneficiaries

Potential green technology users and technology providers, along with green technology innovators who may get the opportunity to partner so as to enhance their R&D and commercialization activities.

Considerations for implementation

- This approach can be an impactful way to get groups of stakeholders talking so they can identify opportunities to work together to expand the deployment of novel green technology solutions in a given country or region, or globally.
- Often outside expertise must be brought in, for instance WIPO GREEN experts.
- It can be difficult to identify needs of technology users, as well as green technology needs more generally in relation to priority economic sectors.
- Matchmaking programs can be resource-intensive to manage. They work best when they include workshops and stakeholder consultations, along with data and analysis about technology needs and trends in the relevant green technology sectors. This helps set the stage for successful matchmaking.
- While matchmaking and business rounds can help to initiate the contact between technology seekers and providers, concluding deals between parties can be a long process depending on many factors that are outside the control of IP Offices and WIPO GREEN.