



# Cooperating and Communicating With Entrepreneurs in University of Tartu

Sven Lilla

University of Tartu

## How does University of Tartu cooperate with different companies?

- A team of specialists
  - Intellectual Property team
  - Industrial Liaison team
  - Lawyers
- Wide approach of activities
  - Aimed events
  - Conferences
  - Fairs



# How do we reach entrepreneurs?

- Passive
  - Website
  - Flyers
  - Etc
- Active
  - „routine services“ offered by our scientist/research groups
  - Smaller projects with the help on EU funding
  - Preliminary and applied research
  - Science-intensive and multidisciplinary projects
  - UT Idealab



# UT services approach – our website and database of services, I

The screenshot displays the University of Tartu website's 'Services for entrepreneurs' section. At the top, there is a navigation menu with links for 'Why Tartu', 'Admissions', 'Current Students', 'Research', 'Enterprise', 'International', and 'About Us'. A search bar and a dropdown menu for 'Faculties, colleges and other units' are also visible. The main content area features a large banner with the title 'Services for entrepreneurs' and sub-headers: 'For local authorities', 'For the chemical Industry', and 'For timber Industry'. To the right, there is a 'News' section with two articles: 'Idea Lab of the University of Tartu opened a novel electronics lab of the Prototyping Centre' dated 08.11.2013, and 'The University of Tartu and University College London Business signed a memorandum of understanding' dated 15.10.2013. Below the banner, there are three columns of content: 'Services', 'Innovation', and 'Staff development'. The 'Services' column describes the university's offerings for enterprises and research groups, including a link to a 'Database of services we offer'. The 'Innovation' column highlights contract research opportunities and lists 'Inventions' and 'UT IdeaLab'. The 'Staff development' column discusses learning opportunities for students and staff. At the bottom, there are three staff profiles: Alar Tõru (Head of Industrial Liaison Unit), Siim Kinnas (Head of Intellectual Property Unit), and Piret Tatunts (Head of Career Unit). Each profile includes a photo, name, title, and contact information (email and phone numbers).

Intranet SIS Contact Sitemap A A A EST ENG RUS Search

UNIVERSITY OF TARTU

Faculties, colleges and other units

Why Tartu Admissions Current Students Research Enterprise International About Us

## Services for entrepreneurs

For local authorities  
For the chemical Industry  
For timber Industry

### Entrepreneurship

#### Idea Lab of the University of Tartu opened a novel electronics lab of the Prototyping Centre

08.11.2013

The lab provides work rooms where students, scientists and entrepreneurs have access to modern diagnostics equipment, as well as work rooms for the creation and testing of innovative prototypes.

#### The University of Tartu and University College London Business signed a memorandum of understanding

15.10.2013

### Services

Both enterprises and research groups from other research facilities can have access to the world-class expertise and state-of-the-art technology the University has to offer. Using the University for furthering business or research via a wide range of services from chemical analysis to assessing the effectiveness of a marketing campaign is the easiest way to take your endeavours to the next level.

[Database of services we offer](#)

### Innovation

Our scientists offer opportunities for contract research, business and industry and the wider society. From developing new measuring methods for the oil shale industry to creating a whole new business niche in the electronic retail market, our contract research expertise covers areas from the humanities to basic research. Contact our industrial relations managers and find out what we can offer for your company.

- Inventions
- UT IdeaLab

### Staff development

Learning does not stop once you leave school. Take the opportunity to equip yourself with latest and greatest information and bring yourself and your company to a new higher state of awareness. Learn anything from languages to advanced chemical metrology, the choice is yours.

More information

**Alar Tõru**  
Head of Industrial Liaison Unit  
E-mail: [alar.toru@ut.ee](mailto:alar.toru@ut.ee)  
Phone: +372 737 4807, +372 505 2783

**Siim Kinnas**  
Head of Intellectual Property Unit  
E-mail: [siim.kinnas@ut.ee](mailto:siim.kinnas@ut.ee)  
Phone: +372 737 6456, +372 520 4864

**Piret Tatunts**  
Head of Career Unit  
E-mail: [piret.tatunts@ut.ee](mailto:piret.tatunts@ut.ee)  
Phone: +372 737 6206

# UT services approach – our website and database of services, II

Intranet SIS Contact Sitemap A A A EST ENG RUS Search

UNIVERSITY OF TARTU

Faculties, colleges and other units

Why Tartu Admissions Current Students Research Enterprise International About Us

Home > Enterprise > Services > Services Database

## Services Database

We help entrepreneurs to implement knowledge and discoveries gathered by scientists for development of society and economy. Together we develop business ideas and introduce innovative technologies.

Use our scientists experience and ask for help. Measures, analysis or various consultations - our scientist have expertise in wide angle of areas.

- Construction and Real Estate
- Agriculture and Forestry
- Energy
- Information and Communication Technology
- Mining and Quarrying
- Water Supply and Waste
- Manufacturing
- Arts and Culture
- Health and Biotechnology

Services  
Innovation  
Staff Development

Our services database includes various services such as determination of pesticides in crops or social survey for



European Union  
Regional Development Fund



Investing in your future

## How do different projects start, I

- Inside out
  - Our researcher created something he thinks is valuable to entrepreneur
  - Our researcher is in need of business partner



## How do different projects start, II

- Outside in
  - Entrepreneur has a obstacle to development
  - We have an interesting research area
  - Entrepreneur has an idea



## Our „star“ competences

- Robotics
- Energy efficient building
- Polymer Chemistry
- Additional analyses and measures







Thank you for your  
attention

Sven Lilla

[Sven.lilla@ut.ee](mailto:Sven.lilla@ut.ee)