



MaxInno develops business opportunities from innovation and technology transfer in many different roles.



## MaxInno

Maximum Innovation

## Max = Ernst Max Nielsen

Owner, manager, facilitator

## Innovation is Key

Innovation = Invention + Business

## IP Manager

Intellectual Property to/from universities, SMEs, corporates

## International Expertise

Partners, associates, investments and clients in Europe, USA, Russia, Israel

## Entrepreneurship

Start, manage, invest in, mentor spinoff companies and projects: IT, "green, red and white biotech"

## Investor

Pre-seed funding of high-risk projects. "Brain Angel", Business Angel.

## Sustainable Technology

30 years of experience

## Technology Watch

Advanced business intelligence methods: technologies, markets, competitors.

## Project Developer

From inception to "death".

## Training; Mentoring

"Where's the Beef?"; BeefCAMPus

## Creativity Facilitator

Workshops, seminars

## 25 Years experience in Innovation & Tech Transfer projects

MaxInno develops business opportunities from innovation and technology transfer (I&TT) projects as well as intellectual property management.

Max has worked 25+ years with I&TT as manager, owner, director and/or board member in both large and small companies: I&TT consulting, High-tech startups, international groups - in Europe, USA, Russia. Max has lived and worked in USA, Russia, UK, Belgium, Hungary and his native Denmark.

In the 1980s Max started two companies with a good colleague: an IT company (MikroGraf.dk) and an innovation consultancy (*praxis*). The world's first wind farm; many TT projects exporting Scandinavian "green" technologies to the UK and new ways of using computers. In 1990s he was appointed by the first elected Lord Mayor of Leningrad to assist the "new Russia" in building TT based on military research; which eventually led to working on the US "Dual use" programme. Spinoff of several new companies.

From 1993-1996 Max also took on strategic manager for the newly part-privatized Danish Technology institute to develop new services for SMEs. He managed DTI's programme for commercialization of R&D and inventions. His masterpiece was the development of Technology Partnership, an early internet-based matchmaking service.

He spun out the new methodology in his international investment group comprising a series of spinoffs: IC NET, an I&TT matchmaker; EDI, a US-partnered bioremediation venture; CylCo -materials/panels for lightweight transport. He worked for REC, a central European green NGO as its director of business and environment. From 2002-2005 Max took on the job as the first executive director of ProTon Europe, now the world's largest network developing relations between industry and university.

Max acts as a business angel; invested in and managed a number of startups. Since 1982 he is the co-owner of a DK based real estate investment fund. He has a keen interest in novel financing schemes to support I&TT.

Since 2001 Max has worked together with Jacob Bar, an Israeli expert in business intelligence, the developer of JBEngine, the best search engine for I&TT professionals. Jacob and Max have started BeefCAMPus, an innovative 3 day workshop to train I&TT managers in "Intelligence By Objectives" and "Where's the Beef" methodologies using their own real cases.

Max has a special interest in creativity skills and in acting as a facilitator; has facilitated hundreds of workshops and seminars in his career. Since the early 1980s he has worked to develop and implement collaborative computing solutions. The latest development is an online version of BeefCAMPus.

In 2009, new initiatives to make affordable, effective commercialization of IP have been added, follow developments at [www.maxinno.com](http://www.maxinno.com), dedicated to this business.

