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Erasmus+ Programme  
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University-enterprise cooperation via spin-off  
companies network

# Questions for Spin-Off Companies

## *QA Questionnaire:*

### *Spin-Off Companies Establishment QA criteria and procedures*

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# QA Questionnaire:

## *Spin-Off Companies Establishment QA criteria and procedures*

### Premises:

University spin-off companies should be focused on products or services on the market.

Innovative spin-off companies should be created for realization of innovative ideas and development of positive practices. If they focus on **innovative** products or services of the innovative market, they should offer something, which has never existed before. This product could be comprehended and accepted only by 100 people in the world, the majority of entrepreneurs could be absolutely unaware of these ideas.

There are six groups of questions that are designed to equip spin-off companies' leaders with the internal QA procedures to take a primary assessment.

## 1. Interest Gathering

*Phrases like 'everything will be bought' are **NOT ENOUGH**.*

In order to start a spin-off registration, you should form a list of 10 interested parties. Names, positions, companies, degree of interest and available financial resources should be stated.

Then you should answer the following questions:

QUESTIONS	ANSWERS
How many negotiations did you conduct to get the list of 10 interested parties?	
Who are your clients? Are they private individuals, small or large businesses, researchers or enthusiasts?	
How does your client live <i>without</i> your product/service? What is the problem that concerns your client?	
How will your product/service change lives of your clients?	

<b>How clients can use the results of your activities?</b>	
<b>How can you adjust your product/service?</b>	<i>For instance, STED-microscope produces pictures of super-resolution, but if this microscope draws a report on sample, that will be better. Please, note this example is real.</i>
<b>How much money, time and efforts will your client save using your product/service?</b>	

## 2. Team

QUESTIONS	ANSWERS
<b>Who are the members of your team?</b>	
<b>How are the roles allocated in your team?</b>	
<b>Who else is needed to establish your spin-off company?</b>	
<b>What are the competences and skills of your team members?</b>	
<b>What are the strengths and weaknesses of your team members?</b>	
<b>How much time (how many hours a week) can your team members spend on project's development?</b>	

## 3. Spin-off company registration

At this stage you need to submit your documents, pay fees, register legal address, open a bank account, find an accountant, and register in pension fund. As a result you will get a document from **the Uniform State Register of Legal Entities** and company's bylaws. *This is the algorithm for Russian partners.*

## 4. Spin-off company launch

It includes:

- Development of your company logo and design
- Website launch
- Launch of CRM
- Conducting correspondence and meetings with potential clients

## 5. Potential investors

This stage consists of two main actions:

- Participation in grant competitions and startup tours
- Looking for industrial partners

## 6. Development of customer services

When you have already started working with clients and gained some experience, try to answer the following questions:

QUESTIONS	ANSWERS
How does the first meeting with the client happen?	
How does your client make decision to buy your product/service?	
Which methods of payment for you goods/services are convenient for your clients? Can your spin-off company provide your clients with these methods of payment?	
How much time does it take to sign a contract and make out an invoice?	
How do you get your client's feedback?	
How much time does it take to address complaints?	

*Responses to the question of these six groups will reveal the information required for the QA analysis of spin-off companies establishment and will show the room for improvement.*


*When a university spin-off company is established, its founders/managers could complete the following checklist to ensure readiness of a spin-off company to function.*

## CHECK LIST FOR UNIVERSITY SPIN-OFF COMPANIES

INDICATORS	SPIN-OFF COMPANY'S ANSWERS
Spin-off company is registered officially	
Spin-off company has an agreement with the university	
Main clients are identified, client's portrait is developed	
Spin-off company's website is created	
Logo and corporate design are developed	
Customer database is created, communication with clients is set up	
Further meetings with clients are appointed, aims of meetings are specified	
Negotiations with customers are conducted	
Contracts are issued	

## MODEL ANSWER FOR CHECK LIST FOR UNIVERSITY SPIN-OFF COMPANIES

INDICATORS	FSL.LAB (PSU SPIN-OFF COMPANY) ANSWERS
Spin-off company is registered officially	Yes, reg. no. 1175958052478, date of registration: 28.12.2017
Spin-off company has an agreement with the university	Yes

<b>Main clients are identified, client's portrait is developed</b>	Yes. FSL.LAB's client is a researcher in the field of photonics, who is engaged in installation and testing of photonic integral systems' components
<b>Spin-off company's website is created</b>	Yes, Fslab.ru
<b>Logo and corporate design are developed</b>	Yes, 
<b>Customer database is created, communication with clients is set up</b>	Yes, CRM system is functioning. It contains 54 lines with perspective customers (17.09.2018)
<b>Further meetings with clients are appointed, aims of meetings are specified</b>	Yes, further meetings are scheduled
<b>Negotiations with customers are conducted</b>	Yes, four meetings with customers are conducted
<b>Contracts are issued</b>	Yes, there is one contract on research on optical qualities of crystals