Fundamentals of technology transfer
18 – 20 January 2017 – Sitges, Spain
Course directors: Pascale Redig & Bernard Denis

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Wednesday 18 January	Thursday 19 January	Friday 20 January
09.00 - 09.30 Course introduction Pascale Redig, Director, Janssen Research & Development Procurement, Janssen Pharmaceutica, Belgium **09.30 - 10.45** Finding and evaluating technology opportunities and exploitation strategies Very few of the disclosures we receive are likely to form the basis of a good patent – fewer still (maybe 1 in 10) have any commercial potential. Moreover, we simply don't have the time to manage too many projects at once. How then should we scout, screen, evaluate and rank the disclosures and opportunities we get, what exploitation scenario and strategy is best suitable and how should we reject the ones that we decide not to pursue? Wim Bens, Director, Bens & Partners, The Netherlands	**09.00 - 10.00** Technology transfer through research collaboration More than 95% of the knowledge transfer from academia to industry takes place in your day-to-day research collaborations. Learn more about the expectations of industry and academia when setting up a research collaboration. Pascale Redig **10.00 - 11.00** Introduction to academic spin-offs This session will provide a basic overview of the different steps that need to be taken in order to create an academic spin out covering topics such as bringing together the right team, valuing the technology and business plan writing. Wim Bens	**09.00 - 10.15** Negotiation tactics: theory and practice In this session we discuss the essential theory behind negotiations and some basic tools for planning and carrying out negotiations in order to make negotiations less daunting and more effective. Robert Marshall, Training & Coaching Professional, Robert Marshall & Associates, United Kingdom **10.15 - 10.30** Case study introduction - negotiation Robert Marshall
10.45 - 11.15 COFFEE BREAK	**11.00 - 11.30** COFFEE BREAK	**10.30 - 11.00** COFFEE BREAK
11.15 - 12.30 Patenting: what you should know An introduction to the what and when of patenting academic findings and the key decision points along the way. Pascale Redig	**11.30 - 13.00** Basics of spin-off financing This session will zoom in on the early stage financing of academic spin-offs covering business model development, financing stages, equity, valuation, and attached rights. Wim Bens	**11.00 - 12.30** Case study - negotiation Robert Marshall **12.30 - 12.45** Course summary and wrap-up Course team
12.30 - 13.30 LUNCH	**13.00 - 14.00** LUNCH	**12.45 - 13.45** SANDWICH LUNCH

13.30 -15.00 **Software business models:** Examples of how to get your academic software related inventions to the market. Robert Harrison, Patent Attorney, 24IP Law Group, Germany **15.00 - 16.00** **Introduction to licensing** This session offers a general introduction to the what, why and how of licensing and addresses some of the common matters one needs to take into consideration in negotiating a licensing deal. Bernard Denis, EU relations Officer, CERN, Switzerland	**14.00 - 15.00** **Case study academic spin-off** Defining an acceptable and fair proposal for all involved, direct / indirect, including university, inventors, investors. Wim Bens **15.00 - 16.00** **Spin-out** - real life stories from KU Leuven Starting a business out of an academic finding from the TTO perspective: the DOs and DON'Ts for a TTO in the spin off process. Paul Van Dun, General Manager, KU Leuven R&D, Belgium	COURSE ENDS
16.00 - 16.30 COFFEE BREAK	**16.00 - 16.30** COFFEE BREAK	
16.30 - 17.45 Licensing exercise Bernard Denis	**16.30 - 16.45** **Case study introduction - The photon counting detector** This is a semi-fictional tech transfer case which we take right away from invention disclosure to a negotiated deal. The aim of the session is to integrate and apply all the elements of the course. A highly interactive discussion-based session. Jeff Skinner, Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School, United Kingdom **16.45 - 17.15** Case study preparations within groups Jeff Skinner **17.15 - 17.45** Case study feedback Jeff Skinner	
19.00 NETWORKING DINNER		