

| Wednesday 24 September | Thursday 25 September | Friday 26 September |
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| <p>09.00 - 09.30 Course introduction Pascale Redig, Sr Sourcing Manager, Janssen Research & Development Procurement, Janssen Pharmaceutica, Belgium</p> <p>09.30 - 10.30 Evaluating technology opportunities 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 evaluate and rank the disclosures we get and how should we reject the ones that we decide not to pursue. Penny Attridge, Senior Investment Director, Spark Impact Ltd, United Kingdom</p> | <p>09.00 - 10.00 Spin-out creation - DOs and DON'Ts, how to create, funding schemes, consequences... In this session you will study about the necessities for creating a spin-out and what the investors are looking for. You will hear essential facts about business plans, market research etc. that you will need to know in order to promote spin off development. Penny Attridge</p> <p>10.00 - 10.45 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</p> | <p>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, Independent Training & Coaching Professional on negotiation, conflict resolution and communication skills, Robert Marshall & Associates, United Kingdom</p> <p>10.15 - 10.30 Case study introduction – negotiation Robert Marshall</p> |
| <p>10.30 - 11.00 COFFEE BREAK incl preparation case study exercise</p> | <p>10.45 - 11.15 COFFEE BREAK</p> | <p>10.30 - 11.00 COFFEE BREAK</p> |
| <p>11.00 - 11.30 Case study – evaluating inventions Penny Attridge</p> <p>11.30 - 12.15 Case study feedback Penny Attridge</p> <p>12.15 - 13.00 Patenting – what you should know about patents when starting out in the tech transfer profession An introduction to the what and when of patenting academic findings and the key decision points along the way. Pascale Redig</p> | <p>11.15 - 12.00 Basics of spin-off financing An introduction to early stage financing of academic spin-offs covering equity, valuation, and attached rights. Ulrich Mahr, Member General Management, Max-Planck-Innovation GmbH, Germany</p> <p>12.00 - 13.00 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. Janet Knowles, Partner, HGF Law LLP, United Kingdom</p> | <p>11.00 - 12.30 Case study – negotiation Robert Marshall</p> <p>12.30 - 12.45 Wrap up Course team</p> |
| <p>13.00 - 14.00 LUNCH</p> | <p>13.00 - 14.00 LUNCH</p> | <p>12.45 - 13.45 SANDWICH LUNCH</p> |

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| <p style="text-align: center;">14.00 - 15.00</p> <p>Other forms of IP Traditional forms of IP are often used as basis for new forms such as Open Source and Creative Commons. These new forms of IP can play an increasingly important role in knowledge transfer. We will look at some of the more common forms of such IP. Bram Wijlands, Head Technology Transfer, RWTH Aachen University, Germany</p> <p style="text-align: center;">15.00 - 16.00</p> <p>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</p> | <p style="text-align: center;">14.00 - 15.00</p> <p>The art of valuing and pricing of early-stage technologies Introduction to the challenge of valuing your technology. This session will provide a basic overview of the various ways of estimating value of a new technology. Benedikt Sas, Professor Corporate & Innovation Management and Chief Business Officer F2K, Ghent University, Belgium</p> | <p>COURSE ENDS</p> |
| <p>16.00 - 16.30 COFFEE BREAK</p> | <p>15.00 - 15.30 COFFEE BREAK</p> | |
| <p style="text-align: center;">16.30 - 17.45</p> <p>Case study: Peter Rabbit goes licencing This case study illustrates the mistakes that the innocent can make when negotiating agreements Pascale Redig & Bram Wijlands</p> <p style="text-align: center;">17.45 - 18.00</p> <p>Wrap up of the day What did we learn today: time for afterthoughts, hands-on examples, exercises and Q&A. Course team</p> | <p style="text-align: center;">15.30 - 16.30</p> <p>A real life academic tech transfer case How does a technology transfer project looks in daily life? Based upon an authentic academic tech transfer case this session will provide an insight into several pitfalls and critical success factors along the road of valorisation. Bram Wijlands</p> <p style="text-align: center;">16.30 - 16.40</p> <p>Case study introduction – The photon counting detector This is a semi-fictional tech transfer case which we take right the way 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</p> <p style="text-align: center;">16.40 - 17.30</p> <p>Case study preparations within groups Jeff Skinner</p> <p style="text-align: center;">17.30 - 18.00</p> <p>Case study feedback Jeff Skinner</p> | |
| <p>18.45 GUIDED BOAT TOUR 19.15 NETWORKING DINNER</p> | | |