

Wednesday 23 September	Thursday 24 September	Friday 25 September
<p><b>09.00 - 09.20</b> <b>Course introduction</b> <b>Pascale Redig</b>, Sr Sourcing Manager, Janssen Research &amp; Development Procurement, Janssen Pharmaceutica, Belgium</p> <p><b>09.20 - 10.45</b> <b>Evaluating technology opportunities</b> 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. <b>Stefan Lux</b>, Technology Transfer Manager, ETH transfer, Switzerland</p>	<p><b>09.00 - 10.15</b> <b>Introduction to licensing</b> 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. <b>Bram Wijlands &amp; Pascale Redig</b></p> <p><b>10.15 - 11.15</b> <b>Basics of spin-off financing</b> An introduction to early stage financing of academic spin-offs covering equity, valuation, and attached rights. <b>Jan Cobbenhagen</b>, Academic director, Maastricht Centre for Entrepreneurship, The Netherlands</p>	<p><b>09.00 - 10.15</b> <b>Negotiation tactics: theory and practice</b> 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. <b>Robert Marshall</b>, Independent Training &amp; Coaching Professional on negotiation, conflict resolution and communication skills, Robert Marshall &amp; Associates, United Kingdom</p> <p><b>10.15 - 10.30</b> <b>Case study introduction - negotiation</b> <b>Robert Marshall</b></p>
<b>10.45 - 11.15 COFFEE BREAK</b>	<b>11.15 - 11.45 COFFEE BREAK</b>	<b>10.30 - 11.00 COFFEE BREAK</b>
<p><b>11.15 - 12.45</b> <b>Patenting</b> - 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. <b>Pascale Redig</b></p>	<p><b>11.45 - 13.15</b> <b>Case study basics of financing</b> <b>Jan Cobbenhagen</b></p>	<p><b>11.00 - 12.30</b> <b>Case study - negotiation</b> <b>Robert Marshall</b></p> <p><b>12.30 - 12.45</b> <b>Wrap up</b> <b>Course team</b></p>
<b>12.45 - 13.45 LUNCH</b>	<b>13.15 - 14.15 LUNCH</b>	<b>12.45 - 13.45 SANDWICH LUNCH</b>

<p style="text-align: center;"><b>13.45 - 14.45</b></p> <p><b>Other forms of IP</b>          Besides patents there are more forms to protect intellectual property. Each form has a unique function in securing intellectual assets. We will look at some of the main forms such as trade marks, trade secrets, copyrights etc.  <b>Bram Wijlands</b>, Head Technology Transfer, RWTH Aachen University, Germany</p> <p style="text-align: center;"><b>14.45 - 15.45</b></p> <p><b>Technology transfer through research collaboration</b>          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.  <b>Pascale Redig</b></p>	<p style="text-align: center;"><b>14.15 - 15.15</b></p> <p><b>The art of valuing and pricing of early-stage technologies</b>          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.  <b>Benedikt Sas</b>, Professor Corporate &amp; Innovation Management and Chief Business Officer F2K, Ghent University, Belgium</p> <p style="text-align: center;"><b>15.15 - 16.15</b></p> <p><b>Spin-out</b> - 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.  <b>Paul Van Dun</b>, General Manager, KU Leuven R&amp;D, Belgium</p>	<p><b>COURSE ENDS</b></p>
<p><b>15.45 - 16.15 COFFEE BREAK</b>                      <b>16.15 - 16.45 COFFEE BREAK</b></p>		
<p style="text-align: center;"><b>16.15 - 18.00</b></p> <p><b>A real life academic tech transfer case</b>          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.  <b>Bram Wijlands</b></p> <p style="text-align: center;"><b>18.00 - 18.15</b></p> <p><b>Wrap up of the day</b>          What did we learn today: time for afterthoughts, hands-on examples, exercises and Q&amp;A.  <b>Course team</b></p>	<p style="text-align: center;"><b>16.45 - 17.00</b></p> <p><b>Case study introduction - The photon counting detector</b>          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.  <b>Jeff Skinner</b>, Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School, United Kingdom</p> <p style="text-align: center;"><b>17.00 - 17.30</b></p> <p><b>Case study preparations within groups</b>  <b>Jeff Skinner</b></p> <p style="text-align: center;"><b>17.30 - 18.00</b></p> <p><b>Case study feedback</b>  <b>Jeff Skinner</b></p>	
<p style="text-align: center;"><b>19.00 NETWORKING DINNER</b></p> <p>We will gather in front of the Faculty Club at 18.30 and walk to the restaurant at 18.45. It will be a 15-minute walk so be sure to wear comfortable shoes. If you are not able to walk this long please inform the ASTP-Proton staff beforehand.</p>		