

Wednesday 20 January	Thursday 21 January	Friday 22 January
<p style="text-align: center;">09.00 - 09.20</p> <p>Course introduction Pascale Redig, Sr Category Manager, Janssen Research & Development Procurement, Janssen Pharmaceutica, Belgium</p> <p style="text-align: center;">09.20 - 10.45</p> <p>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? Bram Wijlands, Head Technology Transfer, RWTH Aachen University, Germany & Pascale Redig</p>	<p style="text-align: center;">09.00 - 10.15</p> <p>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. Bram Wijlands & Pascale Redig</p> <p style="text-align: center;">10.15 - 11.15</p> <p>Basics of spin-off financing An introduction to early stage financing of academic spin-offs covering equity, valuation, and attached rights. Jan Cobbenhagen, Academic director, Maastricht Centre for Entrepreneurship, The Netherlands</p>	<p style="text-align: center;">09.00 - 10.15</p> <p>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 style="text-align: center;">10.15 - 10.30</p> <p>Case study introduction - negotiation Robert Marshall</p>
10.45 - 11.15 COFFEE BREAK	11.15 - 11.45 COFFEE BREAK	10.30 - 11.00 COFFEE BREAK
<p style="text-align: center;">11.15 - 12.45</p> <p>Patenting - what you should know about patents when starting out in the tech transfer profession.</p> <p>An introduction to the what and when of patenting academic findings and the key decision points along the way. Pascale Redig</p>	<p style="text-align: center;">11.45 - 13.15</p> <p>Case study basics of financing Jan Cobbenhagen</p>	<p style="text-align: center;">11.00 - 12.30</p> <p>Case study - negotiation Robert Marshall</p> <p style="text-align: center;">12.30 - 12.45</p> <p>Wrap up Course team</p>

12.45 - 13.45 LUNCH		13.15 - 14.15 LUNCH	12.45 - 13.45 SANDWICH LUNCH
<p>13.45 - 14.45</p> <p>Other forms of IP 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 trademarks, trade secrets, copyrights etc. Bram Wijlands</p> <p>14.45 - 15.45</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>14.15 - 15.15</p> <p>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>15.15 - 16.15</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>	COURSE ENDS	
15.45 - 16.15 COFFEE BREAK		16.15 - 16.45 COFFEE BREAK	
<p>16.15 - 18.00</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>18.00 - 18.15</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>16.45 - 17.00</p> <p>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</p> <p>17.00 - 17.30</p> <p>Case study preparations within groups Jeff Skinner</p> <p>17.30 - 18.00</p> <p>Case study feedback Jeff Skinner</p>		
19.00 NETWORKING DINNER			