

IP value, portfolio mapping and exploitation planning – a new toolkit for TT professionals

Trainer: Arnaud Gasnier

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Stockholm, Sweden

11:00 – 12:30

- Theoretical foundations on strategic IP management, value capture/creation and 3 business-driven options for portfolio development and exploitation
- Learn the Matrix and its pointers to extract more value. Apply it to cases (peer work)
- Group discussion. Application to portfolio mapping

12.30 – 13.00 Lunch

13.00 – 15.00

- Learn a guided methodology from IP portfolio to deal-making in 5 steps. Apply to the case ESA (teamwork). Group discussion from the case to TT reality
 - Step 1: IP cluster identification (use the Matrix approach for portfolio mapping, “Cluster Matrix”)
 - Step 2: market assessment (revisit the Matrix approach, “Market Matrix”)
 - Step 3: SWOT analysis (Cluster Matrix + Market Matrix) to find out opportunities and gaps
 - Step 4: outline the commercialisation plan, narrowing in on the target, first offers
 - Step 5: completing the deal and drafting the agreements (key content)
- Key takeaways and experience online tool to save time and increase coordination among stakeholders