

Wednesday 21 September	Thursday 22 September	Friday 23 September
<p><b>09.00 - 09.30</b> <b>Course introduction</b> <b>Pascale Redig</b>, Sr Category Manager, Janssen Research &amp; Development Procurement, Janssen Pharmaceutica, Belgium</p> <p><b>09.30 – 10.30</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>Robert Marshall</b>, Independent Training &amp; Coaching Professional on negotiation, conflict resolution and communication skills, Robert Marshall &amp; Associates, United Kingdom</p>	<p><b>09.00 - 10.00</b> <b>How to read a business plan</b> As a TT Officer you'll probably be exposed to a wide variety of business plans and should have a solid, to some degree standard approach to assessing each of them. This session will focus on the main elements when evaluating a business plan <b>Catarina Maia</b>, Head Technology Licensing Office, INESC-TEC, Portugal</p> <p><b>10.00 - 11.30</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>Wim Bens</b>, Bens &amp; Partners, 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></p> <p><b>10.15 - 10.30</b> <b>Case study introduction - negotiation</b> <b>Robert Marshall</b></p>
<b>10.30 - 11.00 COFFEE BREAK</b>	<b>11.30 - 12.00 COFFEE BREAK</b>	<b>10.30 - 11.00 COFFEE BREAK</b>
<p><b>11.00 - 12.15</b> <b>Patenting: what you should know</b> 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>12.15-13.00</b> <b>Software business models:</b> Examples of how to get your academic software related inventions to the market. <b>Gavin Smith</b>, Director, Lancaster University, United Kingdom</p>	<p><b>12.00 - 13.00</b> <b>Case study basics of financing</b> <b>Wim Bens</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>Course summary and wrap-up</b> <b>Course team</b></p>
<b>13.00 - 14.00 LUNCH</b>	<b>13.00 - 14.00 LUNCH</b>	<b>12.45 - 13.45 SANDWICH LUNCH</b>

