

PROGRAMME

SOFTWARE SPECIFIC CHALLENGES IN TECHNOLOGY TRANSFER

WEDNESDAY | 24 JANUARY

9.00 – 9.15 **Course introduction**
Course team

9.15 – 10.00 **Terminology in software deals**
Objective: to learn basic and often-used terminology that is specific to software. We will introduce the subject by stating definitions and nomenclature that is frequently used and makes life easier in dealing with software related inventions, patents, and business concepts.
Catarina Maia, Head Technology Licensing Office, INESC-TEC, Portugal

10.00 – 10.45 **First evaluation (intellectual asset inventory)**
Objective: to learn software specific intellectual property issues and challenges including common mistakes and hygiene factors. We address software specific issues and challenges and learn which questions to ask when you check a software invention disclosure. This also gives insight in software specific challenges and what to look out for in the development of the case.
Sigmar Lampe. Counsel IP and Licensing, University of Luxembourg, Luxembourg

10.45 – 11.15 **Break**

11.15 – 12.30 **Software intellectual property rights**
Objective: to understand the basics of the different forms of IP that apply to software and learn how to protect these including patents, copyright, database rights, etc. Most of us will be familiar with patent protection but with software this is not always straightforward and other perhaps less familiar forms of IP protection can often be more appropriate.
Malcolm Bain, Partner, id law partners, Spain

WEDNESDAY | 24 JANUARY

12.30 – 13.30	Lunch
13.30 – 14.30	Open source & creative commons Objective: how to deal with the opportunities and limitations of open source & creative commons including legal aspects, business advantages and disadvantages. We will dive into the various forms of open source and creative commons that are available and how these will affect our business case. What if the invention contains elements of open source or creative commons with limitations to commercial exploitation? What do we need to take into account to ensure that we still have a valid business case? Catarina Maia
14.30 – 15.30	Classical software licenses Objective: to learn the basics of a software license agreement. We will analyse a classical software license agreement and address the common terms and conditions that are specific for software.
15.30 – 15.45	Case study introduction Objective: to run through a realistic invention disclosure scenario. This takes us from the first contact with the disclosure through the first level due diligence in a software case. Course team
15.45 – 16.15	Break
16.15 – 17.15	Case study within groups Course team
17.15 – 17.45	Case study feedback Course team
17.45 – 18.00	Round up of day 1 What did we learn today: time for afterthoughts, hands-on examples, exercises and Q&A.
19.00	Networking Dinner

THURSDAY | 25 JANUARY

9.00 – 9:45	Channels to market: apps, cloud, licensing models, hardware/software bundles, etc. Objective: to understand the various channels that can be used to market software based inventions. In this session, we will review a number of channels that can be used to get software to market and get an understanding of the criteria of which route is preferable under what boundary conditions. Gavin Smith, Independent consultant [former Director, Lancaster University], United Kingdom.
9.45 – 10.30	Business models: making money Objective: to understand how to turn your software into a viable business. The session will focus on the various possibilities that are available and with software specific angles. Which challenges will you face in marketing, payment models, regulations and restrictions, required personnel, etc.? Gavin Smith
10.30 – 11.00	Break
11.00 – 12.30	Personal data privacy and GDPR Objective: to understand where, for example, legislation and ethics will affect the possible business case. The new General Data Protection Regulation will be enforced during 2018. How are we, as TTOs, adapting for it? What are the limitations and implications in deal making? Malcolm Bain
12.30 – 13.30	Lunch
13.30 – 15.30	Spin out; investors perspective; investment manager Objective: to understand what an investor is looking for in a software business. In this session an investor is giving his perspective on software driven businesses and will address issues such as ROI opportunities, time to market, liability risks, building the correct team, market entry thresholds etc. Includes a case study. Guy Huylebroeck, Investment Partner at Qbic Venture Partners, Belgium

THURSDAY | 25 JANUARY

- 15.30 – 16.00 **Break**
- 16.00 – 17.30 **Market penetration and scalability**
Objective: to understand the connection between the market, channels, business models and growth. You have a business in operation, maybe secured some capital, and a first customer. It is time to consider how to scale your business. In parts of this session you will be asked to reflect on the learnings so far and discuss how you would address scalability.
[Guy Huylebroeck](#)
- 17.30 – 17.45 **Round up of day 2:**
What did we learn today? Time for afterthoughts, hands-on examples, exercises and Q&A.

FRIDAY | 26 JANUARY

- 9.00 – 10.30 **Practical cases of business models in software deals**
Objective: to get a number of examples of software business successes and to understand their success factors. It is important to learn from others but without the proper understanding of the settings and why things worked out, the information is less useful. We here look into well-known successes and learn about their challenges and how they managed to turn their business into an international success.
[Robert Harrison, Partner, 24IP Law Group, Germany](#)
- 10.30 – 10.45 **Business model case study introduction**
Objective: to get a feeling of which business models can be used to market software. You will be asked to apply what you have learned today and analyse a number of business models from a set of well-known examples.
[Robert Harrison and Course team](#)
- 10.45 – 11.15 **Break**
- 11.15 – 12.15 **Business model case study in groups**
[Robert Harrison and Course team](#)
- 12.15 – 12.45 **Business model case study feedback**
[Robert Harrison and Course team](#)
- 12.45 – 13.00 **Wrap up**
[Course team](#)
- 13.00 – 14.00 **Lunch**
- COURSE ENDS