



ASTPPROTON
KNOWLEDGE TRANSFER EUROPE

FUNDAMENTALS OF TECHNOLOGY TRANSFER

20–22 September 2017

New Babylon Meeting Center, The Hague, the Netherlands

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MEET THE TRAINERS



Anja Zimmermann
Ascenion GmbH
Germany



Bernard Denis
CERN
Switzerland



Jeff Skinner
London Business School
United Kingdom



Pascale Redig
Janssen Pharmaceutica NV
France



Paul Van DUn
KU Leuven R&D
Belgium



Robert Harrison
24IP Law Group
Germany



Robert Marshall
Robert Marshall &
Associates
United Kingdom



Wim Bens
UM Holding
the Netherlands

PROGRAMME

WEDNESDAY | 20 SEPTEMBER

09.00 - 09.30

Course introduction

Anja Zimmermann, Equity Management & Valuation, Ascenion GmbH, Germany

09.30 - 10.45

Finding and evaluating technology opportunities and exploitation strategies

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 scout, screen, evaluate and rank the disclosures and opportunities we get, what exploitation scenario and strategy is best suitable and how should we reject the ones that we decide not to pursue?

Wim Bens, CEO, UM Holding Director, the Netherlands

10.45 - 11.15

COFFEE BREAK

11.15 - 12.30

Patenting: what you should know

An introduction to the what and when of patenting academic findings and the key decision points along the way.

Anja Zimmermann

12.30 - 13.30

LUNCH

13.30 - 15.00

Software business models: Examples of how to get your academic software related inventions to the market.

Robert Harrison, Patent Attorney, 24IP Law Group, Germany

15.00 - 16.00

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.

Bernard Denis, EU relations Officer, CERN, Switzerland

16.00 - 16.30

COFFEE BREAK

16.30 - 17.45

Licensing exercise

Bernard Denis

19.00

NETWORKING DINNER

THURSDAY | 21 SEPTEMBER

- 08.30 - 10.00 **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. Learn more about the expectations of industry in this exercise.
[Pascale Redig, Director, Research & Development Global Government Grants Office \(G30\), Janssen Pharmaceutica, Belgium](#)
- 10.00 - 11.00 **Introduction to academic spin-offs**
This session will provide a basic overview of the different steps that need to be taken in order to create an academic spin-out covering topics such as bringing together the right team, valuing the technology and business plan writing.
[Wim Bens](#)
- 11.00 - 11.30 COFFEE BREAK
- 11.30 - 13.00 **Basics of spin-off financing**
This session will zoom in on the early stage financing of academic spin-offs covering business model development, financing stages, equity, valuation, and attached rights.
[Wim Bens](#)
- 13.00 - 14.00 LUNCH
- 14.00 - 15.00 **Case study academic spin-off**
Defining an acceptable and fair proposal for all involved, direct / indirect, including university, inventors, investors.
[Wim Bens](#)
- 15.00 - 16.00 **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](#)
- 16.00 - 16.30 COFFEE BREAK
- 16.30 - 16.45 **Case study introduction - the photon counting detector**
This is a semi-fictional tech transfer case which we take 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](#)
- 16.45 - 17.15 **Case study preparations within groups**
[Jeff Skinner](#)
- 17.15 - 17.45 **Case study feedback**
[Jeff Skinner](#)

FRIDAY | 22 SEPTEMBER

- 09.00 - 10.15 **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, Training & Coaching Professional, Robert Marshall & Associates, United Kingdom](#)
- 10.15 - 10.30 **Case study introduction - negotiation**
[Robert Marshall](#)
- 10.30 - 11.00 COFFEE BREAK
- 11.00 - 12.30 **Case study - negotiation**
[Robert Marshall](#)
- 12.30 - 12.45 **Course summary and wrap-up**
[Course team](#)
- 12.45 - 13.45 LUNCH
- COURSE ENDS