



**ASTPPROTON**  
KNOWLEDGE TRANSFER EUROPE

# ORGANISING YOUR KTO FOR GROWTH AND SUCCESS

20–22 September 2017

New Babylon Meeting Center, The Hague, the Netherlands

▶ [www.astp-proton.eu](http://www.astp-proton.eu)

## MEET THE TRAINERS



**Catarina Maia**  
INESC Tec  
Portugal



**Bernard Denis**  
CERN  
Switzerland



**Jeff Skinner**  
London Business School  
United Kingdom



**Martin Raditsch**  
INNOVECTIS GmbH  
Germany



**Massimiliano Granieri**  
MITO Technology  
Italy



**Nacer Boubenna**  
Inserm Transfert  
France



**Steven Tan**  
Nascent Ventures  
the Netherlands



**Wim Bens**  
UM Holding  
the Netherlands



**Ulf Petrusson**  
University Gothenburg  
Sweden

09.00 - 09.15

**Course introduction**

Catarina Maia, Head Technology Licensing Office, INESC-TEC, Portugal  
Bernard Denis, KT Senior Advisor, CERN, Switzerland

09.15 - 10.00

**Role of the KTO within the organisation**

Organisations can have widely different views and expectations of the deliverables of the KTO, which sometimes can be unrealistic. For a KTO to operate effectively, it is paramount to understand the expectations. Is it about income, impact, reputation, industry collaboration, or any other? We will discuss the different roles of KTO in the organisation.

[Catarina Maia & Bernard Denis](#)

10.00- 10.45

**The tasks of the KTO**

Knowing the expectations of the organisation defines which tasks the KTO should take upon itself to organise and manage. Therefore, the specific role of the KTO manager emerges as vital to the definition and execution of the tasks within the scope of the KTO.

[Catarina Maia & Bernard Denis](#)

10.45 - 11.15

## COFFEE BREAK

11.15 -12.00

**Organisational models for a KTO**

Examples of different models to organise a KTO. How to align the organisational model of the KTO with its role within the organisation? And how to secure funding?

[Wim Bens, CEO, UM Holding, the Netherlands](#)

12.00 -12.45

**It's all about the people - the different roles in a KTO**

Human resources are critical for a smooth operation. What profiles should be working in the KTO? What skills are needed? An introduction to the staff profiles and skills required to run an effective office.

[Wim Bens](#)

12.45 -13.45

## LUNCH

13.45 -14.30

**KTO activities reporting**

From the key performance indicators to demonstrating impact, reporting KTO activities can be extremely challenging. We will be reviewing practices and recent trends

[Massimiliano Granieri, Project Coordinator, MITO Technology, Italy](#)

14.30 -14.45

**Case study introduction - The consultant cometh**

This is a semi-fictional technology transfer case study that addresses different ways in which we can report performance.

[Catarina Maia & Jeff Skinner, Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School, United Kingdom](#)

14.45 -15.30

**Case study preparation in groups**

[Catarina Maia & Jeff Skinner](#)

15.30 -16.00

## COFFEE BREAK

16.00 -17.00

**Case study feedback**

[Catarina Maia & Jeff Skinner](#)

17.00 -17.15

**Round up of day 1**

What did we learn today? hands-on examples, exercises and Q&A.

[Catarina Maia](#)

09.00 - 09.45

**Incentivising and engaging academics**

Frequently, academics just want to do research. What strategies can be used to engage and incentivise them to work with the KTO? This session will zoom in on internal scouting, training, awareness raising and revenue sharing practices.

[Catarina Maia](#)

09.45 - 10.30

**Intellectual asset management as a model for knowledge transfer**

A proactive and integrated approach to the management of research results: how to manage research results assets in order to support research, education and innovation? When to make knowledge available to the public without restriction?

[Ulf Petrusson, Professor of Law, University of Gothenburg, Sweden](#)

10.30 - 11.00

COFFEE BREAK

11.00 - 11.45

**Intellectual asset management in practice**

This session will be a practical discussion on how to capture and manage knowledge assets and IPR assets in academic environments. An overview on the use of research and innovation information, management of intellectual assets, management to position research groups, and how to capture and contractually govern background and project result will be provided.

[Ulf Petrusson](#)

11.45 - 12.30

**Managing a patent portfolio**

When patenting, what criteria can be used to help set priorities, perform due diligence and take decisions? What kind of skills, staff and tools should be available?

[Nacer Boubenna, Chief of staff to the CEO, Inserm Transfert, France](#)

12.30 - 13.30

LUNCH

13.30 - 14.15

**Managing research contracts**

Effectively managing research contracts can be challenging. This session will provide an overview on procedures and tools that can assist KTO managers with this task.

[Catarina Maia](#)

14.15 - 15.00

**Managing licensing agreements**

The licensing agreement is signed! Now, what? An overview on post-license follow-up, management and compliance.

[Nacer Boubenna](#)

15.00 - 15.45

**Complying with state aid regulations**

The EC has strict regulations on state aid that must be reflected in contracts. This session will highlight best practices that help the KTO and the university comply.

[Massimiliano Granieri](#)

15.45 - 16.15

COFFEE BREAK

16.15 - 17.30

**Panel discussion – KTO processes**

Delegates are invited to share the operational aspects of their own organisations and discuss these with the panel. Time for hands-on examples and Q&A.

Round up of day 2

[Course team](#)

09.00 - 9.45

**Finding external partners**

A KTO is a bridge to the outside world of the organisation. So, how to effectively find external partners for collaboration? From knowledge brokers, to open innovation platforms, large companies to SMEs, external partners can be found in many different ways. This session is all about business development in its many forms.

[Martin Raditsch, CEO, INNOVECTIS GmbH, Germany](#)

9.45 - 10.30

**Building strategic partnerships**

From public private partnerships/alliances, strategic account management, lobbying, to the use of alumni networks, VIP networks, fundraising, strategic agendas, and collaborative road mapping, there are many ways to build a strategic partnership.

[Wim Bens](#)

10.30 - 11.00

COFFEE BREAK

11.00 - 11.45

**Managing proof of concept schemes**

What are Proof of Concept Schemes and how to manage these effectively? This session will discuss the aims, evaluation processes, and how to engage academia and industry to set a successful PoC.

[Bernard Denis & Jeff Skinner](#)

11.45 - 12.30

**Managing investment funds**

What is the aim of an investment fund in an academic setting? How should they be managed? Get to know the ins and out of investments funds in an academic setting.

[Steven Tan, Director, Nascent Ventures, the Netherlands](#)

12.30 - 13.00

**Wrap up**

[Course team](#)

13.00 - 13.30

LUNCH

COURSE ENDS