

Technology Transfer: Theory to Practice | Day 1

Time	Activity
08:30-09:00	Welcome Coffee
09:00-09:15	Introduction and Course Overview
09:15-10:15	<p>Knowledge Exchange and Commercialisation (KEC)</p> <ul style="list-style-type: none"> • KEC's role in delivering a knowledge economy • Technology Transfer (TT) and Knowledge Exchange (KE) structures • An overview of key TT and KT systems and processes <p>Outcomes:</p> <ul style="list-style-type: none"> • Understand KEC and TT within the framework of the knowledge economy • Build awareness of methods by which TT and KE can deliver innovation • Become cognisant of the importance of structure and process in managing the details of effective innovation
10:15-10:30	Networking Tea/Coffee Break
10:30-11:45	<p>Intellectual Property (IP)</p> <ul style="list-style-type: none"> • What is IP? • Can you and should you protect using IPRs? • What are the evaluation tools to assist decision making? <p>Outcomes:</p> <ul style="list-style-type: none"> • Appreciate the complexity of IP and the patenting process • Be aware of the resource and strategic implications of patenting • Stimulate ability to evaluate beyond technical evaluation criteria

11:45-13:00	Project Management and Evaluating Technology-Based Projects Practical Exercise: Invention Triage
13:00-14:00	Networking Lunch with Oxentia staff
14:00-15:30	Licensing <ul style="list-style-type: none"> • An overview of the licensing process • Decisions around the circumstances in which licenses are appropriate • What is required of licensor and licensee Outcomes: <ul style="list-style-type: none"> • Understand of the purpose of licensing • Build awareness of the nature and dynamics of partnerships that support licensing • Build knowledge of partner needs in the license process
15:30-15:45	Networking Tea/Coffee Break
15:45-17:45	Spin-outs <ul style="list-style-type: none"> • Deciding when to spin-out • Basics of the spin-out process • Risks and rewards Outcomes: <ul style="list-style-type: none"> • Build essential understanding that can inform any proposal to create a new company Practical exercise: a spin-out case study.
17:45-18:00	Recap of key outcomes

Technology Transfer: Theory to Practice | Day 2

Time	Activity
08:00-08:30	Welcome Coffee
08:30-09:30	<p>Technology Valuation</p> <ul style="list-style-type: none"> • The difficult and uncertain process of valuing IP and why it is important • Different valuation techniques <p>Outcomes:</p> <ul style="list-style-type: none"> • Understand the importance of valuation of new technologies and new companies • Develop skills in identifying and utilising the most appropriate valuation techniques
09:30-10:30	<p>Sourcing Innovation</p> <ul style="list-style-type: none"> • Engaging with academics and researchers • Streamlining the process of invention disclosure • Lighthouse model and technology audits <p>Outcomes:</p> <ul style="list-style-type: none"> • Appreciate the sensitivities that surround the process of identifying promising new technologies and business ideas • Build understanding of which innovation sourcing strategies are best deployed in various institutional contexts
10:30-10:45	Networking Tea/Coffee Break
10:45-11:45	<p>Marketing Technology</p> <ul style="list-style-type: none"> • Functional analysis of technologies • End user and customer needs

	<p>Outcomes:</p> <ul style="list-style-type: none"> • Be able to analyse technologies in context of finding customers • Gain practical experience of analysing end user needs
11:45-13:00	<p>Business Models</p> <ul style="list-style-type: none"> • Business models and business modelling • Tools and frameworks for business modelling • Costs, revenues, key partners, customers, channels, value propositions. <p>Outcomes:</p> <ul style="list-style-type: none"> • Understand the essential components of a business model • Gain proficiency in use of planning tools such as the Business Model Canvas
13:00-14:00	Networking Lunch with Oxentia staff
14:00-15:30	<p>Negotiation Exercise</p> <ul style="list-style-type: none"> • Negotiating Strategies <p>Outcomes:</p> <ul style="list-style-type: none"> • Understand that good negotiation strategies improve innovation outcomes and are critical to achieving technology deals • Appreciate the tensions involved when taking on the role of a licensor (technology transfer staff representing researchers) vs a licensee (company).
15:30-15:45	Networking Tea/Coffee Break
15:45-17:15	<p>New Venture Funding and Pitching for Investment</p> <ul style="list-style-type: none"> • Options for raising investment funds • Types of investors • Managing the investor process • Developing effective pitches. <p>Outcomes:</p> <ul style="list-style-type: none"> • Develop awareness of options for obtaining early stage finance • Understand key decision making criteria of different types of investors
17:15-17:30	Recap of key outcomes