

ŠKOLENIE PRE SLOVENSKÝCH MANAŽÉROV TRANSFERU TECHNOLOGIÍ

(14. – 15.2.2013, CVTI SR, Bratislava)

Centrum vedecko-technických informácií SR si Vás dovoľuje pozvať na špeciálny tréning určený pre TT manažérov realizovaný expertmi združenia *Association of European Science & Technology Transfer Professionals (ASTP)* v dňoch 14. a 15. februára 2013 v priestoroch Centra vedecko-technických informácie SR v Bratislave.

Školenie bude zabezpečené certifikovanými expertmi ASTP.

Rámcový program školenia:

1. deň školenia 14.2.2013

09.30	Registrácia účastníkov
10.00 - 10.15	Introduction
10.15 – 10.45	Identification of technologies
10.45 – 11.30	Evaluation of technologies
11.30 – 12.30	Evaluation of technologies – case study
12.30 – 13.30	PRESTÁVKA NA OBED
13.30 – 14.15	Technology marketing (approaches, promotion channels, partner search)
14.15 – 15.15	Technology marketing – case study (4 short case studies)
15.15 – 15.30	Spin-out versus License?
15.30 – 15.45	COFFEE BREAK
15.45 – 16.45	Commercialisation via licensing (including licensing agreements)
16.45 – 17.45	Commercialisation via licensing – case study
17.45 – 18.00	Closing Q&A

2. deň školenia 15.2.2013

9.00 - 9.45	Commercialisation via a spinout (including approaches to business planning/fund raising)
9.45 - 9.55	Legal agreements
9.55 - 10.45	Commercialisation via a spinout – business plan case study
10.45 – 11.00	COFFEE BREAK
11.00 – 11.45	Negotiation - basic training in negotiations skills
11.45 – 12.30	Negotiation - case study
12.30 – 14.15	Open discussion

Podujatie bude prebiehať v anglickom jazyku.

Účasť na podujatí je bezplatná. Akcia je hrazená z prostriedkov projektu FORT – Fostering Continuous Research and Technology Application.

www.project-fort.com

Kontakt:

Mgr. Anna Janušová

Centrum vedecko-technických informácií SR (CVTI SR)

Tel: +421 2 69253 178

E-mail: anna.janusova@cvtisr.sk

www.cvtisr.sk

ÚDAJE O ŠKOLITEĽOCH/EXPERTOCH:



Cath Whitaker

Cath has a BSc in Chemistry and Pharmacology and an MBA, and initially worked for 2 years in pharmaceutical research for Beechams, now part of the GSK, working in drug metabolism and pharmacokinetics.

Cath then worked in industry for 10 years, holding sales and marketing positions in blue chip technology-based companies, focusing on business development in a number of international markets including Europe and Asia.

Cath started working in the technology transfer sector in 1998, when she set up her own business to provide commercial support to TTOs. Cath has worked on more than hundred projects for over 30 different university clients, including clients in Austria, Norway and Ireland. Cath's main focus is commercial validation/due diligence for TTOs, investors and EU structural funds. Cath also provides commercial support for SMEs and spinouts (over 30 clients), including recruitment of sales staff, setting up telesales and field sales programmes, export management, managing design and production of marketing collateral.

Cath regularly delivers training for PraxisUnico, ASTP, and individual organisations such as Enterprise Ireland, London Business School, KCL and the Medici programme.

Joanne Phoenix

Joanne gained her PhD in the Department of Medicine, University of Liverpool and after 7 years in academia (2 in Switzerland) joined specialist clinical nutrition company SHS International, now part of the Danone Group, and was responsible for developing the company's activities in the neuroscience sector. Joanne joined the technology transfer sector in 2001 as the first Business Development Manager with the ERDF-funded MerseyBIO bioincubator organisation, where she was responsible for the commercialisation of life science-based IP from the University of Liverpool and Liverpool John Moores University. The MerseyBIO role also involved working with companies and entrepreneurs in the Liverpool region and led to an increasing number of private consultancy projects on behalf of the local venture capital community, ranging from advising on appropriate R&D activities, patent strategies, business development and fund raising.

In March 2006 she was asked to lead the development of Medalytix, the brainchild of a local VC and from a blank sheet of paper sourced and in-licensed IP, raised £3m, validated and regulated the IP for commercial application, and delivered the product into the UK NHS. The software product allows automated detection of diabetic eye disease and is now an integral part of a national screening programme in the UK. The company exited via licence in June this year and Joanne is currently delivering the Government's Growth Accelerator Access to Finance programme in the North West of England.