

ASTP-Proton training course *fundamentals of technology transfer*

22, 23 & 24 January 2014 in Leuven, Belgium

course team: Pascale Redig (course director), Sourcing Manager Global Pharma R&D, Janssen Pharmaceutica, Belgium & Jesper Vasell, Director of Innovation Office, Chalmers University of Technology, Sweden

| Wednesday 22 January | Thursday 23 January | Friday 24 January |
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| <p style="text-align: center;">09.00 - 09.15</p> <p><i>Course introduction</i> Pascale Redig, Sourcing Manager Global Pharma R&D, Janssen Pharmaceutica, Belgium</p> <p style="text-align: center;">09.15 - 10.15</p> <p><i>Evaluating technology opportunities</i> 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 evaluate and rank the disclosures we get and how should we reject the ones that we decide not to pursue. Penny Attridge, Senior Investment Director, Spark Impact Ltd, United Kingdom</p> | <p style="text-align: center;">09.00 - 10.00</p> <p><i>Spin-out creation – DOs and DON'Ts, how to create, funding schemes, consequences...</i> In this session you will study about the necessities for creating a spin-out and what the investors are looking for. You will hear essential facts about business plans, market research etc. that you will need to know in order to promote spin off development. Penny Attridge</p> <p style="text-align: center;">10.00 - 10.45</p> <p><i>Spin-out – real life stories from KU Leuven</i> Starting a business out of an academic finding from the entrepreneurs perspective. Issues like how was the relation with the TTO during the start up phase and the DOs and DON'Ts for a TTO in the process will be touched upon. Paul Van Dun, General Manager, KU Leuven, Belgium</p> | <p style="text-align: center;">09.00 - 10.15</p> <p><i>Negotiation tactics: theory and practice</i> 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, Independent Training & Coaching Professional on negotiation, conflict resolution and communication skills, Robert Marshall & Associates, United Kingdom</p> <p style="text-align: center;">10.15 - 10.30</p> <p><i>Case study introduction – negotiation</i> Robert Marshall</p> |
| <p>10.15 - 10.45 COFFEE BREAK incl preparation case study exercise</p> | <p>10.45 – 11.15 COFFEE BREAK</p> | <p>10.30 – 11.00 COFFEE BREAK</p> |
| <p style="text-align: center;">10.45 - 11.15</p> <p><i>Case study – evaluating inventions</i> Penny Attridge</p> <p style="text-align: center;">11.15 - 12.00</p> <p><i>Case study feedback</i> Penny Attridge</p> <p style="text-align: center;">12.00 - 13.00</p> <p><i>Introduction to patents: a hands on overview from a technology transfer perspective</i> Pascale Redig</p> | <p style="text-align: center;">11.15 - 12.15</p> <p><i>General introduction to licensing</i> Janet Knowles, Partner, HGF Law LLP, United Kingdom</p> <p style="text-align: center;">12.15 - 13.15</p> <p><i>Real life licensing</i> Speakers t.b.c.</p> | <p style="text-align: center;">11.00 - 12.30</p> <p><i>Case study – negotiation</i> Robert Marshall</p> <p style="text-align: center;">12.30 - 12.45</p> <p>Wrap up Course team</p> |
| <p>13.00 - 14.00 LUNCH</p> | <p>13.15 – 14.15 LUNCH</p> | <p>12.45 – 13.45 SANDWICH LUNCH</p> |

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| <p>14.00 - 15.00 <i>New forms of IP</i> Jesper Vasell, Director of Innovation Office, Chalmers University of Technology, Sweden</p> <p>15.00 - 16.00 <i>Technology Transfer through research collaboration</i> Pascale Redig Jesper Vasell</p> | <p>14.15 - 15.15 <i>Trends in technology transfer</i> Jesper Vasell & speaker t.b.c.</p> | <p>COURSE ENDS</p> |
| <p>16.00 - 16.30 COFFEE BREAK</p> | <p>15.15 – 15.45 COFFEE BREAK</p> | |
| <p>16.30 – 18.15 <i>Case study on research collaboration</i> Pascale Redig Jesper Vasell</p> | <p>15.45 - 15.55 <i>Case study introduction – the photon counting detector</i> This is a semi-fictional tech transfer case which we take right the way 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</p> <p>15.55 - 16.45 <i>Case study preparations within groups</i> Jeff Skinner</p> <p>16.45 - 17.15 <i>Case study feedback</i> Jeff Skinner</p> <p>17.15 – 17.45 <i>Evaluating technologies</i> Speaker t.b.c.</p> | |
| <p>19.00 SOCIAL PROGRAM (dinner)</p> | | |