



# ASTP-ProTon Fall Conference

16 – 18 October 2013

Warsaw, Poland

**'Success in KT/TT through collaboration'**

in collaboration with the City of Warsaw  
and Kozminski University



CITY  
OF WARSAW



KOZMINSKI UNIVERSITY

# Wednesday, 16<sup>th</sup> of October

Guided walking tour 16:00  
Welcome cocktail 18:00  
Directors forum 19:30

# Thursday, 17<sup>th</sup> of October

registration desk open from 8.15 am

opening plenary 09.00 – 10.30

**Opening Sara Matt-Leubner**, ASTP President

Welcome to Warsaw  
**Representative, City of Warsaw**

## A peek inside the tech transfer operations of Stanford

**Kirsten Leute**, Senior Licensing Associate, Office Technology Licensing, Stanford University, United States

Some world leading universities also have world leading tech transfer offices: Stanford is one of those universities. However, being and staying a forefront runner is not easy. What are the challenges they face? Are they different from the challenges others face? How do they try to overcome them? How do they aim to benefit from the emerging trends in the fast moving world of tech transfer? Our speaker will share her views on these issues with us, illustrate them with real life cases and discuss a recent study she has performed on the origins of licenses on Stanford technologies and the industry sectors licensing those technologies.

break 10.30 – 11.00

first parallel session 11.00 – 12.30

Track I

Moderator: Paul van Dun

### Equity management: getting and managing shares of spin-off companies

**Mathieu Coutet**, Managing Partner, Inserm Transfert Initiative, France

**Rudi Cuyvers**, Head of spin-off and innovation, University of Leuven, Belgium

In a time of economic distress, our stakeholders increasingly look to us for the creation of spin-offs and employment. But do we have a sound equity policy? Should your institution take shares in spin-offs, and, if so, what percentage? Who is responsible for managing the shares – when to sell? Are researchers allowed to have shares of spin-off companies? Lots of questions you better have sorted out beforehand to avoid problems afterwards.

Track II

Moderator: Christian Stein

### How to become ideal partners for industry

**Maria Tavares**, Innovation Manager, DSM, Switzerland

**Bo Stenhuus**, Project Pilot, TTO, Copenhagen University, Denmark

We often talk about the benefits of mobility and the advantages of having TTO staff who have gained experience from both the research world and industry. Our two speakers have done just that. One has moved from a TTO to the industry and one has moved from the industry to a TTO. How do they view the world? Which tips can they give us and what can we learn as TTOs in order to become better partners for industry - big and small?

Track III

Moderator: Marta Catarino

### Do's and DON'Ts: challenges and opportunities in a national tech transfer network - what may or may not work and why?

**David Secher**, Senior Bursar and Life Fellow, Gonville and Caius College, University of Cambridge, United Kingdom and Founder, Board, PraxisUnico, United Kingdom

**Carne Verdaguer**, Coordinator, RedOTRI, Spain and **representatives of TTO national networks**

This session will focus on the main challenges of running a national tech transfer network in a context of uncertainty: we will hear an extensive case from PraxisUnico and will extend discussion to other networks that deal with pressing issues such as sustainability and growth while facing current challenges.

## Track I

Moderator: Heather Thompson

**Setting up a consultancy unit?****Karen Laigaard**, Director TTO, University of Copenhagen, Denmark**David Secher**, Senior Bursar and Life Fellow, Gonville and Caius College, University of Cambridge, United Kingdom and Founder, Board, PraxisUnico, United Kingdom

A university consultancy unit can be an efficient way to brand both institutions and researchers, to build relationships with new companies, to ensure extra income. How do you go about establishing a university consultancy service – which aspects do you have to consider and why should researchers and management think that this is a good idea?

## Track II

Moderator: Sean Fielding

**Strategic partnerships: who should be your partner and why?****Simon Gray**, Head of Marketing, Isis Innovation Ltd, University of Oxford, United Kingdom**Günther Wellenzohn**, Innovation Manager, Infineon Technologies Austria AG, Villach, Austria

University-industry collaboration traditionally have been the result of researchers' or departments' particular strong links with companies and vice versa. Increasingly, though, universities and companies begin to take a more strategic approach to their relations and partnerships. These partnerships come in many shapes and forms from strategic framework agreements, to workshops and annual dinners. In this session, a world-renowned university and a leading company will talk about how they work with university-industry partnerships.

## Track III

Moderator: John Scanlan

**Collaborating with industry: how can national networks support TTOs in attracting and managing a collaboration with our most relevant stakeholders?****Léopold Demiddeleer**, President, EIRMA and Senior Executive Vice President & General Manager, Future Businesses, Solvay, Belgium**Marc Van Den Neste**, VP & CTO, AGC-Glass Europe and President, BiR&D, Belgium

This session will present two different but hopefully not opposing views of how universities and companies can collaborate when resources are scarce: a big company and a tech transfer office will share their experiences, best practices and perspectives for the future.



## Track I

Moderator: Koen Verhoef

**Patient related tech transfer****Laura MacDonald**, Head of Licensing, LURIS, Leiden University, the Netherlands**Florence Ghrenassia**, Director, Office of Tech Transfer and Licensing, Assistance Publique, Hôpitaux de Paris, France

When human material or human data are involved in transactions, specific rules apply which are important to know, also for those tech transfer professionals who are not involved in clinical deals on a daily basis. What are the characteristics of clinical technology transfer and what are the pitfalls? Learn all about informed consent, the use of human material/data and the rights attached thereto (how "commercial" can you go?), the set up of clinical trials and the resulting clinical trial agreements, and specific points of attention in licensing agreements and industry sponsored research.



## Track II

Moderator: Spela Stres

**Open lab: how to get more out of the collaboration of an academic lab joint by a products manufacturer?****Stéphane Delalande**, Scientific and Technologies for the Future Department, responsible of the Scientific Network, PSA Peugeot Citroën, France**Clement Goossens**, Innovation Strategy and Partnerships, Eindhoven University of Technology, the Netherlands

Universities and industrial companies, aiming at optimising their collaboration, try to develop new forms of collaboration, such as open labs and living labs. Of course, intellectual property remains one of the key aspects. Let's have the point of view of an industrial company (a car manufacturer) and a technical university interacting with a multinational engineering and electronics conglomerate.

## Track III

Moderator: Michel Morant

**Influencing decision making: what will be the role of national networks in lobbying and making things happen at a macro level****Helena Nazaré**, President, European University Association (EUA), Portugal**Philippe Vanrie**, CEO, European Business & Innovation Centre Network (EBN), Belgium

This session will pinpoint the main obstacles and opportunities for the knowledge transfer community in the near future: how will national and European policies, particularly Horizon 2020, take into account tech transfer and knowledge valorisation and what should we expect from it?



general assembly (members only) 17.00 - 18.00  
cocktail & conference dinner 18.30

## Friday, 18<sup>th</sup> of October

plenary 09.00 – 10.30

Moderator: Sara Matt-Leubner

### Setting an agenda for action – then getting the hell out of the office

**Jeff Skinner, Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School, London, United Kingdom**

New technologies are like scientific hypotheses – if they're promising, they need developing and if they're not, they need killing as quickly as possible so that they consume minimal further scarce resources. In this session, we study a methodology (the Business Model Canvas) that helps the TT manager set these agenda: for discussion with the academics (which helps to test how far they've thought things through) and then for action (defining who goes out and talks to who and why). This methodology doesn't pretend to give any generic answers – rather it's a framework for asking the right questions, mobilising a team and enabling the TT Manager to appear useful.

break 10.30 – 11.00

knowledge stock exchange 11.00 – 12.30

ASTP invites you to join the innovative **Knowledge Stock Exchange**. We offer you 3 options:

- **The KTO service and information corner**
- **Face-to-face meetings:** Meet your fellow peers in 1-on-1 sessions to explore options for collaboration or experience sharing
- **Let me share my problem:** Discuss your problem and find solutions with the help of international TT colleagues

Each option will offer up to 6 slots of 15 minutes. During this session, you can navigate through the different options- making your personal programme! Once you have registered as a participant, you will be invited to the Knowledge Stock Exchange website where you will be informed about all possible slots and you will be asked to either add your profile (for option 2) or your problem (for option 3).

*Supported by Entente*

lunch 12.30 – 13.30

fourth parallel session 13.30 – 14.30

Track I

Moderator: Karl Klingsheim

### 1. Working with students in creating spin-offs

**Marie Jacobsen Lauvås**, Entrepreneur in Residence at Technology Transfer Office, Norwegian University of Science and Technology (NTNU), Norway

### 2. Working with students in the TTO

**Speaker t.b.c.**

Students are one of our most active, enthusiastic and sometimes overlooked resources. However, some universities have very active student entrepreneurship programmes or employ students to assist in technology transfer projects. The two speakers in this session will talk about exactly that – how to build up smart structures and relations where we manage both to educate students, enthuse them, help them become our future entrepreneurs and put their expertise to good effect – a win-win solution for all parties involved.

Track II

Moderator: Karen Laigaard

### Sharing best practices with your researchers

**Matthew Johnson**, Associate Professor, University of Copenhagen, Denmark

**Peter Buchberger**, Project Manager, transidee - University of Innsbruck, Austria

The tech transfer office's successes depend heavily on its ability to build good and constructive relations with researchers. Great spin-outs and licenses are created thanks to a close-knit team of tech transfer office staff and inventors – each actor using his/her expertise to the best effect to achieve the best possible outcome. Sometimes a successful deal is preceded by years of collaboration, hard work, negotiations, meetings and sometimes frustration. How do you ensure the good relation, trust-building and collaboration between the TTO staff and the researcher without whom commercialisation will be a dead end? In this session, we will hear from a researcher whose road to successful commercialisation was long and bumpy and from a TTO representative who has seen both beautiful relations and cold alliances.

**break 14.30 – 14.45**

**final plenary 14.45 – 15.45**

Moderator: Sara Matt-Leubner

**Summary session, general view from a senior TTO**

**Andy Sierakowski**, Director, Office of Industry & Innovation, University of Western Australia, Australia

This final session is an opportunity for us all to review the conference content and will include the views of the presenter on specific topics from the previous two days. You should be prepared for an interactive session when we ask the question, "what did you learn from this conference?" Come along to share your views on this key question and remember – it will be asked!

**closure 15.45**