

TII SUMMER SCHOOL

**5-DAY SKILLS DEVELOPMENT COURSE FOR THE TECHNOLOGY
TRANSFER AND INNOVATION SUPPORT PROFESSIONS**

15-19 September 2008

**Scuola Internazionale di Alta Formazione – SIAF
Volterra, Italy**

**ORGANISED BY TII – TECHNOLOGY INNOVATION INTERNATIONAL
EUROPE'S LEADING ASSOCIATION OF TECHNOLOGY TRANSFER AND
INNOVATION SUPPORT PROFESSIONALS**

PROGRAMME

DAY 1 – MONDAY 15 SEPTEMBER 2008, 9.30 – 17.30

Subject:

Creativity and Innovation: An Introduction to Creative Problem-solving Techniques (CPS)

Objective and background:

All innovations begin as creative solutions, but not all creative solutions become innovations. Creative problem-solving techniques are widely recognized as an essential first stage in helping a company to gain acceptance of the opportunities offered by a new technology, innovation or business proposition. Without consensus among all the players involved on the need for and suitability of the new technology/innovation or business opportunity, the technology transfer or innovative solution may never be successfully or fully implemented. This one-day workshop aims to give participants an insight into some of the different CPS techniques that can be used to deliver value-added solutions to clients of technology transfer or innovation-support organisations.

Content:

- Introduction to classical CPS approaches
- The creative person
- Acceptance finding as a major element
- Present use of CPS

Participants will be called upon to participate in creativity exercises and group work.

Trainer:

The workshop is run by Han van der Meer, one of the Netherlands' foremost creativity experts and a disciple of the CPS school developed in the US by the Buffalo University New York. He is director of a successful innovation consultancy, Van der Meer & van Tilburg, which he founded over 25 years ago with a student associate, and has as many years experience conducting CPS sessions with industrial clients throughout the country. In 2007, Han was appointed professor of knowledge-intensive entrepreneurship at the Saxion University in the Netherlands.

DAY 2 – TUESDAY 16 SEPTEMBER 2008, 9.30 – 17.30

Subject:

From Idea to Business Creation – Managing the Innovation Process

Objective and background:

One of the top challenges of innovation-support organisations, be they innovation consultants, regional business support agencies, incubators, innovation centres or university knowledge transfer offices, is to carry out an early-stage assessment of new projects or start-ups and to identify those with the potential to become successful performers. In the process they need to manage the optimal allocation of resources to support their portfolio of high-tech innovators, who are often at different stages of development. Another concern is to maximise the chances of success of the start-ups and at the same time increase the business awareness of innovators.

The IpOp Model, which will be presented during this one-day workshop, provides a structured process for

- innovators to mature and validate their business idea, while reducing the workload of coaches and support organisations
- innovation-support providers to streamline the management of their portfolio of projects and fine-tune the criteria to be used for decision-making.

Content:

- Developing a model for validating any kind of innovation (service/product)

- Producing a standardised business case report, as a much more user-friendly alternative to the business plan
- Providing a systematic and rigorous coaching and evaluation process
- Drawing on the combined data for increasing efficiency and visibility of achievements

The workshop will consist of a combination of methodological presentations and case study work.

Trainer:

Raphaël Cohen Ph.D. is an active CEO and business angel who brings hands-on experience to his lecturing and consulting activities by providing coaching and management services to senior executives, bankers, directors and entrepreneurs. The IpOp Model, which he has developed, helps entrepreneurs to identify, analyse and seize opportunities, thus bringing competitive advantage to their company. He trains start-up founders and innovation-support providers, such as incubators, in his IpOp Model with a view to optimising the entrepreneurial innovation process. In addition to his teaching activities, Raphaël designed and manages the University of Geneva Diploma of Executive Education in Entrepreneurship (which leads to an Executive MBA in Entrepreneurship) as well as the management skills education programme for physicians and executives at HUG (Geneva University Hospitals). He is also the MBA Academic Programme Director of Thunderbird University Europe.

PROGRAMME

DAY 3 – WEDNESDAY 17 SEPTEMBER 2008, 9.30 – 17.30

Subject:

Making the Business Case for Technology Opportunities (Practical Bridge-building between Science and Business)

Objective and background:

Technology transfer professionals tend to be caught in a dilemma: they know little of the science/technology they wish to sell/transfer nor of the industries they work with; yet they have to bridge this gap to be successful. In order to succeed in the market, Technology Opportunities must be (made) interesting to people who speak «market language», i.e. create a good «business case».

The participants will learn how to create a business case for a technology opportunity and gain insights into useful methods to do so. After the training, participants will be able to build «value chains» and draw «value innovation charts» to ask the right questions and use the JBEngine and other tools to get the answers. The course will be based on exercises and discussions centered around real cases.

Content:

- Guidelines for making the business case for science/ technology
- How to build a value chain and a value chart
- How to use JBEngine and other tools
- Case studies, exercises and discussions

Participants are invited to bring their laptops in order to experiment in real time with the web-based search tools which will be employed. The classroom is equipped with wireless and fixed internet connections.

Trainer:

The workshop is facilitated by Ernst Max Nielsen, Managing Director of MaxInno (DK), a technology transfer and investment organisation, which facilitates the exploitation of new technology worldwide. Max has extensive experience linking industrial demand for new technology with technology offers from universities as well as with transferring university IP to industry. He has developed his «Where's The Beef» Methodology and created a new workshop concept together with Jacob Bar, the developer of the JBEngine (beefCAMPus.com).

DAY 4 – THURSDAY 18 SEPTEMBER 2008 - Morning session: 9.30 – 13.00

Subject:

Spin-off Creation – Assessment and Coaching

Objective and background:

Identifying the correct exploitation strategy is the key to successful knowledge based research-industry transfers. One such route is to set up a spin off company to commercialise the results of the research. In this scenario a number of issues must be taken into consideration (e.g. the balance of the team, industrialisation of the technology - from idea to product -, the definition of a proper business model). Very often the shaping of the business (fine-tuning of the business idea) and its development are not duly considered and represent one of the key weaknesses of many knowledge-based start-up initiatives, which generally result from a technology push approach. This morning session will focus on methodologies and tools for selecting business propositions, according to a market-driven approach, and coaching would-be entrepreneurs in defining the right business model.

Content:

- The equity-based model: pre-conditions and key questions
- Assessing the business idea – process and methodology: presentation of the quick scan tool
- Case-based exercise
- Coaching to shape and design the “route to market”: process, methodology and tools
- Case-based exercise



PROGRAMME

DAY 4 – THURSDAY 18 SEPTEMBER 2008 - Afternoon session: 14.00 - 17.30

Subject:

Access to Finance and Introduction to Risk Capital and Early-stage Financing – Investment Readiness

Objective and background:

It is increasingly recognised that SMEs access to finance is hampered by a number of market failures. The European Union can currently be described as a dual world with an Anglo-Saxon and a Latin component. Differences are measurable in terms of:

- the degree of acceptance among business people of third-party investment in their company;
- the variety of funding sources available in a country;
- the level of maturity of the different market segments that constitute the business finance supply chain.

Public authorities in Europe also share issues relating to the formulation of programmes that actually address genuine equity gaps, and the lack of sufficiently varied funding procurement channels available to SMEs. For entrepreneurs, it is important to understand that all forms of finance do not have the same aims. Similarly, the motivations and criteria of different funding parties will vary according both to the type of product presented and the level of risk linked to it. Therefore, business plan quality and content, as well as its presentation to potential investors, need to be adjusted to their respective specific requirements.

Content:

- How to finance a business idea through risk capital: business angels, seed funds, venture capitalists? (Not all money is the same.)

- Introduction to risk capital evaluation methods
- Case-based exercise
- The seed capitalist approach
- Engagement rules
- How to become investor-ready? A practical approach

Trainers:

Andrea Di Anselmo is vice-president of Meta Group and an advisor to regional and local authorities on regional development and innovation-related measures and actions. He has a background in civil engineering and research experience in materials science. He sits in the Board of Directors of Sviluppumbria (the RDA of Umbria), ISIRIM (Research Institute dealing with advanced materials) and TII (European Association for Technology Transfer and Innovation). Francesca Natali is manager of the finance unit and is a member of the Board of Directors of META Group. She is also a member of the Board of Directors of Zernike Meta Ventures Spa (financial intermediary company which manages the first public private seed fund in Italy) and is the director of the Ingenium fund. Maria Augusta Mancini has a degree in economics and 8 years of experience in knowledge valorisation, spin off creation and seed finance. She is currently in charge of managing coaching schemes for innovative start ups and aspiring entrepreneurs to help fine-tune their business model, as well as the strategic due diligence of two regional seed funds in Italy (Ingenium, the seed fund operating in Emilia Romagna and First, the Umbrian risk capital fund).



PROGRAMME

DAY 5 – FRIDAY 19 SEPTEMBER 2008, 9.30 – 16.30

Subject:

Building Success in International Project Management

Objective and background:

With the internationalisation of the economy and science world, and with the availability of almost endless possibilities of telecommunication, more and more opportunities and new business models are seeing the light of day. The paradigm of permanent working relationships has shifted towards more project-oriented cooperation: temporary cooperation schemes of big and small industries, science institutions, individuals.

Managing or participating in projects in an international (even worldwide) context requires new skills and abilities in order to meet the deadlines set by the project owner, and to meet the quality and quantity objectives defined for the deliverables. The objective of this workshop is to give participants an introduction to some tools and techniques, as well as some practical hints for project management in an international context. They will take home with them a more developed awareness of signals, evolutions, behaviours that may occur in the course of projects, and a better understanding of how the success or failure of international project work can be influenced.

Content:

- The process of project management: some aspects of project management methodology, tools and techniques (an overview)
- Project charter, stakeholders' analysis
- Mobilising people in and around projects
- Roles of participants in projects
- Intercultural competence in projects: reading cultural differences and dealing with them
- Communication in and around projects
- Working with dispersed teams (efficient and effective use of modern communication tools, organising work with dispersed teams, ...)

The workshop will consist of short presentations, mixed with practical exercises in small groups and use of self-evaluation tools.

Trainer:

Over the years Guido Giebens has worked successively in industry, as a TQM consultant and a university knowledge transfer and incubator manager. Guido is currently operating as an independent consultant, in a virtual framework (www.viisiteam.com) advising clients on innovative problem solving and process improvement. He is also a part-time lecturer at the Design Sciences Department of the «Hogeschool Antwerpen». During his career he has worked with people from many different countries and backgrounds and has built up experience of dealing with the challenges and pitfalls of international cooperation projects.



PRACTICAL DETAILS

Introduction:

The summer school is the association's major activity in the field of training and is held each year in the third week of September. Its distinctive feature is that it offers training by practitioners for practitioners, with the aim of providing ready-to-use, practical methodologies which can be applied immediately in the TT and innovation support intermediary's everyday work assignments. Another unique characteristic of the summer school programme is its delivery by a truly international team of trainers, who have amassed many years of experience in their specialized field and, in doing so, have gained an undisputed reputation among peers. Each of the five day-long sessions incorporates a mix of theory, practical exercises and case studies, taught in a relaxed, informal, multi-cultural training environment.

TII in brief:

TII is the longest-standing and broadest-based independent association representing the technology transfer and innovation-support professions in Europe. It has some 225 members in 40 countries, and in 2009 it will celebrate its silver jubilee. Its members come from both the private and public sectors and are active in R&D exploitation, business incubation, IP negotiation, technology brokerage and licensing, prototype and new product development, technology audits and innovation management, company spin-off and start-up support, as well as innovation policy advice and development. The association provides its members with services in four main areas: professional development and training, information and networking, technology transfer facilitation and good practice exchange and project/business development. More information may be found on the TII website at <http://www.tii.org>

Who should attend?

The summer school has been developed with TT and innovation support intermediaries' continuous professional development in mind. The training is suitable for both newcomers to the profession and for professionals who wish to acquire new skills. Participants may register for the complete course, or choose any combination of sessions. The opportunities for international networking are an additional intangible benefit. Organisations which have sent delegates to the summer school in previous years include:

- innovation and technology consultancies, including IRCs
- technology and knowledge transfer offices and business development units of universities and research centres
- SME support organisations, both regional and national
- new product/process development units of companies
- technology/licensing brokerages
- business incubation support structures, science parks and innovation centres
- R&D departments of companies and research centres

Language:

The course is delivered in English. A good working knowledge of English is therefore required in order to draw maximum benefit from the tuition and group exercises.

Date and venue:

The 2008 summer school will be held from Monday, 15 September through to Friday 19 September, in Volterra, Italy at the Scuola Internazionale di Alta Formazione – SIAF International School for Advanced Education (<http://www.siafvolterra.eu>). Known as "The Learning Village in Tuscany", the SIAF campus is located just outside the ancient Etruscan town of Volterra, 65km from Pisa and one hour's drive from Florence and Siena. The location combines a unique cultural experience with a breathtaking setting in the Tuscany countryside.

Travel:

Participants coming from outside Italy are recommended to fly to the international airport of Pisa and take an organised shuttle or train and bus to Volterra (further details provided with confirmation of your registration).

Accommodation:

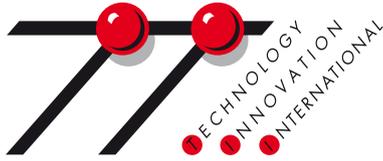
Participants will be accommodated in brand new executive single or double rooms on the SIAF campus. Rooms are equipped with satellite television, telephone, internet (wireless or ADSL) and air conditioning. Leisure facilities include an outdoor swimming pool, a gym and tennis courts. A single room with half board (bed, breakfast and evening meal) costs €80 per person per night, a double room with half board costs €70 per person per night. Accommodation is invoiced on the basis of the number of nights and the formula booked on the registration form.

Registration:

Registrations for the course should be made either using the attached booking form or via the web link at http://www.tii.org/2008_SummerSchool. You may register for the complete course or the day(s) of your choice. Please also mark your arrival and departure date so that we can book accommodation for you. Following receipt of your registration form, TII will confirm all the necessary arrangements and send you an invoice corresponding to the course option/accommodation that you choose.

Cost:

The fee for the full course is €990 for TII members. Non-members are charged €1,390 and a special price of €690 is offered to TII members based in Central and Eastern Europe or a developing country. Non-members in a CEEC or developing country are charged €840. The fee covers tuition, course materials, refreshments and lunch on each day of the course. TII members wishing to register for fewer than 5 days are charged €330 per day. Non-members are charged €460 per day and CEEC/ developing country participants pay €230 per day if they are a member of TII and €280 if they are non-members.



**REGISTRATION AND ACCOMMODATION BOOKING FORM
TII SUMMER SCHOOL
15-19 SEPTEMBER 2008, VOLTERRA, ITALY**

Please return to:
TII (Technology, Innovation, International)
3, rue Aldringen, L - 1118 Luxembourg
Fax: +352-46 21 85 (Tel. +352-46 30 35-1)

Surname: Title: Dr. Mr Mrs Ms

First Name: Job Title:

Organisation:

Full Address:

Tel: Fax:

E-mail: Website:

I will attend the TII Summer School from 15 to 19 September 2008.

I wish to attend on the following dates:

ACCOMMODATION

Please reserve accommodation on my behalf

Arrival date:Departure date: = nights

Half board, single room (€80 per night) Half board, sharing in a double room (€70 per person, per night)

PAYMENT

Option 1: 5-day course fee (accommodation extra - see above)

€ 990 for TII members

€1,390 for non-members

€ 690 for TII members from CEEC and developing countries

€ 840 for non-members from CEEC and developing countries

Option 2: course fee per day (accommodation extra - see above)

€ 330 for TII members

€ 460 for non-members

€ 230 for TII members from CEEC and developing countries

€ 280 for non-members from CEEC and developing countries

Upon receipt of this form, TII will invoice you for Option 1 or Option 2, as well as for accommodation for the nights you book. Payment details are provided on the invoice (by bank transfer or by credit card).

Cancellation Policy: A full refund less 100 euro will be made if written cancellation is received at least 15 days before the start of the course. A 50% refund will be made if cancellation is received less than 15 days before the start of the course. Substitutions may be made at any time.