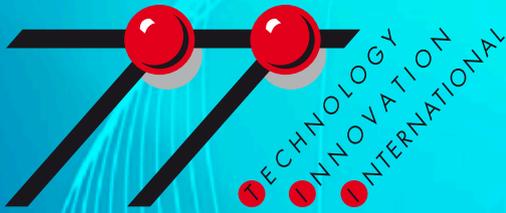


TII SUMMER SCHOOL



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

7-11 September 2009

University of Ljubljana
Ljubljana, Slovenia

Organised by TII – Technology Innovation International
Europe's leading association of technology transfer and innovation
support professionals



In collaboration with





PROGRAMME

DAY 1 – **MONDAY 7 SEPTEMBER 2009**, 9.30 - 17.30

Negotiation skills and the art of reaching agreement

Objective and background

This workshop will focus on negotiation as a creative process during which new possibilities and new perspectives are created. Different negotiating types and styles will be discovered and compared, thus compiling for participants a complete negotiator's toolbox. It will highlight a communicative approach to the negotiation process as an important skill for innovation support and technology transfer professionals who have to seek consensus among people from different backgrounds, with often differing points of view and diverging interests.

The assembled skills will be put into practice through the negotiation of a license agreement (The Licensing Game). The purpose of this exercise is not just to gain an insight into the content of a licensing agreement, but also to learn how to negotiate terms and handle different personalities and negotiating styles. Participants will be introduced to 12 different techniques or tricks (the Dirty Dozen), and will learn how to create the best conditions for negotiating as an art to reach an agreement.

Content

- How to distinguish between negotiating and trading
- Become acquainted with different negotiating typologies and styles
- How to understand others' interests to obtain a win-win outcome
- How to use negotiation as a creative process for innovative solutions
- To be a good negotiator you have to be a good innovator
- Case study "The Licensing Game"
- The Dirty Dozen – 12 "dirty tricks" which you can use or be exposed to in negotiations
- How to carry out the ideal negotiation

The workshop presents a mixture of theory and practical case work in a dynamic and animated atmosphere.

Trainer

Henning Sejer Jakobsen from the Danish Technological Institute in Aarhus, holds a Masters in industrial engineering and a degree in engineering and business administration (EBA) with a specialisation in innovation. For over a decade, he has worked with inventors and entrepreneurs helping them to commercialise their inventions and business ideas. Henning also works closely with scientists and a number of major Danish and European companies, which are in the process of initiating and implementing radical innovation. Besides teaching innovation, creativity, negotiation and change management at the Business School in Aarhus, at Aalborg University and at the Danish Technological Institute, Henning works as a consultant and facilitator. He is the author of a number of books, including "The Business Plan – for the technological pioneer company" (Danish 2001), "Creative Negotiation Technique" (Danish 2002, English 2004, Lithuanian 2006), "Idea Development with Creative Innovation" (Danish 2003, Lithuanian 2008) and "Negotiation – the art of reaching agreement" (English 2009).

DAY 2 – **TUESDAY 8 SEPTEMBER 2009**, 9.30 - 17.30

Interactive ideation for problem-solving and business development

Objective and background

In times of recession or crisis it is useless to cry over spilled milk: products, services, processes and business models have suddenly lost credibility. Long-standing paradigms are devastated, and creative entrepreneurs are looking for survival strategies, new opportunities and new ways to make a profit. The search for new ideas and concepts has climbed the ladder of urgency, and there is not much time to lose: dreamy, far-fetched brainstorming is no longer welcome at this time, and companies want to call on all sources of creativity in and around the firm and even along the entire value chain.

Ideation workshops can be a good start for new business development, if we can tap into all available resources in a result-oriented way. The objective of this workshop is to learn by doing: participants will be introduced by way of a game to some tools and techniques, and will take home a 'memory jogger' with potential ingredients for the introduction of similar workshops in their own environment.



Content

- Solving problems: 'closed' and 'open' problems
- Some insights to the world of 'Substances, Fields and Functionalities'
- Practical exercises in small teams finding new ideas and concepts for sample problems from daily life (using the ANTRI3® board game)
- Discovery and use of accessible 'Resources' nearby
- Using well-known Trends and Principles
- Practice of presenting an idea or a concept
- Ways of evaluating preliminary ideas and concepts

The workshop will consist of a mixture of creative thinking, board gaming, fun, short presentations, and knowledge sharing.

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 running his own consulting company ANTRIM, embedded in a virtual framework (www.viisiteam.com). His main area of interest is advising clients on innovative problem solving and process improvement. He is also a part-time lecturer at the Design Sciences Department of the Artesis University College in Antwerp, and at the Antwerp University Management School (UAMS). During his career he has worked with people from many different countries and backgrounds and has built up experience of dealing with the challenges of new product development in various industries.

DAY 3 – WEDNESDAY 9 SEPTEMBER 2009, 9.30 - 17.30

Assessing the commercial potential of early-stage technologies

Objective and background

One of the most important parts of the skills set of an innovation support and technology transfer practitioner is the ability to review new ideas for commercial potential and to explore new markets for existing technologies. This workshop focuses on proven methodologies that can be used to triage new technology ideas or to expand existing products into new markets.

The methodologies have been used for many years in the NASA technology commercialization network in the USA and are the basis for the foundation course in the IC2 Institute's Masters in Science and Technology Commercialization Program based at the University of Texas. The techniques have been refined through the experience of triaging thousands of technologies for government labs, universities and private companies. Similar training has been delivered to large US research companies and the Consejo Nacional de Ciencia y Tecnología (CONACYT) in Mexico.

Content

- Assess the commercialization potential of an early-stage technology
- Define how and when to use the Quicklook technology assessment
- Position technology assessment in the technology commercialization process
- Utilize a variety of methods to gather market data via secondary research
- Utilize a variety of methods to gather market data via primary research
- Understand qualitative primary market research methods
- Compare the strengths and weaknesses of primary versus secondary research
- Describe how and when to use the In-Depth technology assessment process

The training is practical in its delivery and will provide tools that participants can use afterwards to evaluate early stage technologies for commercial potential.

Trainer

Brett Cornwell is Director of Commercialization Services for the Texas A&M University System Office of Technology Commercialization and is a faculty member for the University of Texas IC2 Master's in Science and Technology Commercialization where he teaches the course 'Converting Technology to Wealth'. Previously he was Deputy Director of the NASA Mid-Continent Technology Transfer Centre (MCTTC). At MCTTC, he developed experience in writing market studies for new technologies, outreach to companies and defining market opportunities and barriers for potential licensees. Brett has 15 years experience in technology transfer and two years experience with small companies as sales and marketing manager. He holds an MBA from Texas A&M University and a BBA in marketing from Baylor University.



DAY 4 – THURSDAY 10 SEPTEMBER 2009, 9.30 – 17.30

The entrepreneurial university: finding the need, funding the support, creating the tools, and educating the staff and students

Objective and background

Adding an entrepreneurial 'stream' to any university, no matter how strong the determination, is difficult, long-term and open to errors – mainly because entrepreneurship is all about people, not processes. There is an analogy between culture change in a university, and attitude change in consumers: finding needs, creating demand, and delivering – and continuing to deliver – value and satisfaction for mutual profit. This workshop looks at the complete chain of entrepreneurship education – from funding – what are the outputs and outcomes, and who could and should pay – to changing attitudes of staff, both teaching and research, and discusses several models for graduate, post-doc and staff education. An important part of the workshop will look at Return On Investment, both in monetary and societal gains, for all stakeholders. Exploitation of IP and creativity will also be discussed as well as developing relationships with both large and small businesses through enterprise and joint ventures/collaboration. Proof of concept will be covered for those institutes that are looking for cost-effective commercialization programmes. Lastly, the cultural problem of 'selling' will be debated, and the need to execute and implement swiftly and decisively both the entrepreneurial programmes, and the results – products, people, and policies - into the marketplace.

Content

- Why embrace enterprise?
- Does one size fit all?
- How can 'arts' be entrepreneurial?
- Who will fund, and why should they?
- What are the outcomes – expected and actual?
- Will this be a passing trend before getting back to university business?
- How can our IP be commercialized profitably and ethically?
- Role of the university with SMEs
- Letting our best staff go into business

The workshop will consist of a mixture of discussions – both on policy and tactical work – case studies, short presentations, and knowledge sharing.

Trainer

Peter White is the founder of YTKO, a European economic and enterprise development company. Peter works closely with scientists and technologists to create sustainable market-driven enterprises. He is a leading practitioner of proof of commercial concept, using innovative processes to develop and accelerate market engagement and revenues for early-stage science.

After an early career in financial services and marketing, Peter founded YTKO to combine the essential capabilities of innovation and marketing, and offer world-class strategy and execution to start-ups, growing SMEs, major corporates, and more recently, to the public sector. His innovation and enterprise expertise is wide ranging; he is Director of the Yorkshire Enterprise Fellowships, the largest pre-incubation project in Europe, covering biotechnology, healthcare and chemicals. In April 2006, he was invited to join the European Commission's Sector Innovation Panel for biotechnology. He remains closely involved in ICT, where he is a non-executive director of two technology companies; and in optics, supporting a high performance optical processor, for which he holds three patents.

DAY 5 – FRIDAY 11 SEPTEMBER 2009, 9.00 - 13.00

Access to finance and introduction to risk capital and early-stage financing – investment readiness

Objective and background

It is increasingly recognised that for knowledge- intensive start-ups 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 agree on the need to set up 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.)
- An 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 financing innovation. 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), IBAN (the Italian Business Angels Network) and of several start-ups and Funds.

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 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).

PRACTICAL DETAILS

Introduction

The summer school is the association's major activity in the field of training and is held each year in the first half 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 230 members in 40 countries, and this year it is celebrating 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 both 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. Organizations which have sent delegates to the summer school in previous years include:

- innovation and technology consultancies, including EEN hosting organisations
- 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 2009 summer school will be held from Monday, 7 September through to Friday 11 September (lunchtime), in the Rector's Room at the University of Ljubljana (www.uni-lj.si/en) in the city centre of the Slovenian capital of Ljubljana.

Travel

Adria Airways (www.adria-airways.com), in collaboration with other carriers, operates flights from Amsterdam, Athens, Barcelona, Brussels, Bucharest, Copenhagen, Dublin, Frankfurt, Madrid, Manchester, Munich, Paris, Stockholm, Vienna, Warsaw and Zurich to Ljubljana international airport (www.lju-airport.si). Air France, Czech Airlines, easyJet, Finnair and Malev also operate direct flights. Alternatively, a number of low cost carriers offer flights to Trieste and Klagenfurt. The onward journey to Ljubljana should be made by hire car as there are no convenient bus or train links.

Accommodation

Participants may book accommodation through TII in the centrally located City Hotel (www.cityhotel.si). A standard single room with breakfast costs €89 and a double room for single use is €119. The supplement for an accompanying person sharing is €20. Accommodation is invoiced on the basis of the number of nights and the formula booked on the registration form.

Cost

The fee for the full course is €990 for TII members. Non-members are charged €1,390. They can make a €200 saving by subscribing to an individual membership of TII (costs €200). A special price of €750 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 €990. 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 €250 per day if they are a member of TII and €330 if they are non-members.

Registration

Registrations for the course should be made exclusively via the web link at www.tii.org/2009_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 hotel accommodation for you. Following receipt of your registration, TII will confirm all the necessary arrangements and send you an invoice corresponding to the course option/accommodation that you choose.

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.