

# TII SUMMER SCHOOL



**5-Day Skills Development Course  
for the Technology Transfer and  
Innovation Support Professionals**

**9-13 September 2013  
University of Split  
Split, Croatia**

*Organised by*

**TII – Technology Innovation International**

*Europe’s leading association of technology transfer and  
innovation support professionals*

*In collaboration with*

**Technology Transfer Office of the University of Split**





# PROGRAMME

DAY 1 – MONDAY 9 SEPTEMBER 2013, 9.30–16.30

## 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 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 negotiation
- How to carry out the ideal negotiation



*The workshop presents a mixture of theory and practical case work in a dynamic and animated atmosphere. Participants will receive a copy of the trainer's book "Creative Negotiation Technique".*



### TRAINER

**Henning SejerJakobsen** of 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. Over the past 15 years 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 innovations. 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). A couple of new titles are in the pipeline.



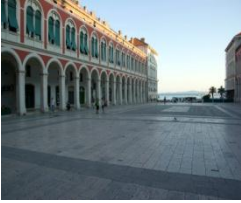
DAY 2 – TUESDAY 10 SEPTEMBER 2013, 9.30–16.30  
DAY 3 – WEDNESDAY 11 SEPTEMBER 2013, 9.30-12.30



## 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 which work with it. 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 the good “business case”.*



*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 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. The classroom is equipped with wireless internet access.*

### 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 technological 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 3 – WEDNESDAY 11 SEPTEMBER, 13.30 – 16.30**  
**DAY 4 – THURSDAY 12 SEPTEMBER 2013, 9.30–16.30**



## From Idea to Business Creation – Evaluating the Real Potential

### 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 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. In addition innovators must learn how to convince decision-makers to give them the resources they need to implement their project.*



*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*
- *writing a business plan or, even better, a compelling Business Case*
- *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 faster and much more user-friendly alternative to the traditional business plan*
- *Providing a systematic and rigorous coaching and evaluation process*
- *Drawing on the combined data for increasing efficiency and visibility of achievements*



*An open mind and a good sense of humour are required for this thought-provoking workshop that combines the teaching of concrete tools and their application to a real project.*

### TRAINER

**Prof Dr Raphaël Cohen** is a serial entrepreneur, an active CEO and a business angel who brings hands-on experience to his lecturing and consulting activities by providing mentoring and management services to senior executives, bankers, directors and entrepreneurs. The IpOp Model, which he has developed, optimises the entrepreneurial innovation process. It thus helps entrepreneurs and coaches to identify, analyse and seize opportunities. In addition to his teaching activities, Raphaël designed and manages the entrepreneurship & business development specialization of the MBA of University of Geneva as well as several executive education programs for large corporations and the first entrepreneurship program at EPFL (Swiss Federal Institute of Technology). He is also the author of "Winning Opportunities, proven tools for converting your projects into success (without a business plan)".





## Solving Problems and Developing Sustainable Business with Interactive Ideation

### OBJECTIVE AND BACKGROUND

*In university labs and knowledge institutes, new scientific discoveries are produced and more and more intellectual property gets patented. At the same time, it is a major challenge to translate and transfer new findings to satisfy the needs of society and the market and to use them in support of sustainable development.*

*In the search for new opportunities along the path from idea to market, there is not much time to lose: dreamy, far-fetched brainstorming are no longer welcome at this time. Agile organizations must call on the immediate creativity of all hands on deck in and around their own house, and even in the entire value chain...*

*Ideation workshops can be a good start for scouting new opportunities and 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: in a relaxed, playful way, participants will be introduced to some tools and techniques, and will take home a 'memory jogger' with inspiration to run ideation workshops in their own environment.*

### CONTENT

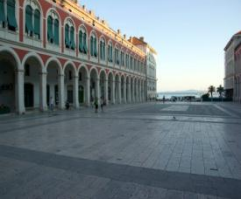
- Solving problems: 'closed' and 'open' problems
- Some insight in the world of 'Substances, Fields and Functionalities'
- Practical exercises in small teams: finding new ideas and concepts for sample problems from daily life
- How to discover and use accessible 'Resources' nearby
- Using well-known Trends and Inventive Principles
- Practice of presenting an idea or a concept
- 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 part-time lecturer at the Faculty of Design Sciences of Antwerp University, and manager of his own consulting business ANTRIM. His main area of interest is advising clients on innovative problem-solving and process improvement.*

*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 different industries.*





# PRACTICAL DETAILS

## INTRODUCTION

The summer school is TII'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 an international team of trainers, who have amassed many years of experience in their specialised field, and, in doing so, have gained an undisputed reputation among peers. Each of the five stand-alone 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 180 members in 40 countries who 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, good practice exchange and project/business development. More information may be found on the TII website at [www.tii.org](http://www.tii.org)



## WHO SHOULD ATTEND?

The summer school has been developed with the continuous professional development needs of TT and innovation support intermediaries in mind. The training is suitable both for 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
- 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 2013 summer school will be held from Monday 9 September, starting at 9.30, through to Friday 13 September, ending at 16.00. It is hosted by the Technology Transfer Office of the University of Split.

## TRAVEL

There is a good choice of flights from international airports to Zagreb and then on to Split. Alternatively, you can take a low-cost flight to Zadar and then continue the 160km journey to Split either by hire car or by bus.





## **ACCOMMODATION**

September is still the high season in the seaside town of Split, so participants are advised to book their accommodation without delay. The organisers have provisionally booked rooms in 3 hotels in the town centre: Hostel Golly & Bossy ([www.gollybossy.com](http://www.gollybossy.com)) where a small room costs €280 for 5 nights and a premium room €480; Hotel Globo (<http://hotelglobo.com>) where the room price is €485 for 5 nights; and Hotel Slavija ([www.hotelslavija.com](http://www.hotelslavija.com)) where a single room costs €496 for 5 nights. There is a convenient public transport link between the hotels and the summer school venue. Accommodation can be booked via the registration form on the TII website. Rooms will be allocated on a first-come-first-served basis.



## **SOCIAL ACTIVITIES**

The organisers will offer a guided visit of the historical centre of Split after class at the beginning of the week, as well as an excursion to a local cultural/tourist attraction (followed by dinner) in the middle of the week.



## **COST**

The fee for the full course is €990 for TII members. Non-members are charged €1 390. 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.



## **REGISTRATION**

Registrations for the course should be made exclusively via the web link at [www.tii.org](http://www.tii.org). You may register for the complete course or the day(s) of your choice. Please also mark your arrival and departure date and your choice of hotel/type of room 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 cancellation fee of €100 will be charged if written cancellation is received more than 15 days before the start of the course. 50% of the fees will be charged if cancellation is received less than 15 days before the start of the course. Substitutions may be made at any time.

