



## TII TRAINING SCHOOL



*5-Day Skills Development Course  
for Capturing and Optimizing  
Research Business Opportunities*

*2-6 October 2017  
INSAVALOR  
Villeurbanne (Lyon)  
France*

*Organized by TII – Technology Innovation  
International*

*a global online community of innovation  
support and research commercialization  
experts*

*Hosted by INSAVALOR,*

**INSA**  
VALOR

*the research commercialization  
office of INSA Lyon*

# PROGRAMME

DAY 1 – MONDAY 2 OCTOBER 2017, 9.30-16.30

## Preparing a Science-based Business (Part 1): Valuation Techniques and Intellectual Property Issues

### OBJECTIVE AND BACKGROUND

Scientists and technology transfer professionals tend to be caught in a dilemma: they may know a lot about the science or technology they wish to commercialize or transfer, but not necessarily about the industries or businesses which could exploit it or how to develop a business out of it for themselves. Yet they have to bridge this gap to be successful. In order to succeed in the market, technology opportunities must be (made) interesting to offer value/money for investors, i.e. you have to create a good “business case”.

This completely interactive session, run by two seasoned technology transfer specialists and using real case studies, will give participants practical tools and tips on how to value a new technology (in essence, to find out whether what is novel is good and what is good is novel).

### CONTENT

- Looking for value in a new technology project: introduction to 3 valuation techniques to determine the value of intellectual property
- Using patent databases to establish prior art; proof of concept and prototyping
- Competitor / market analysis

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.

### TRAINERS

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, and **Thomas G. Gering**, Senior Partner and Principal at the Intellectual Asset Management Corporation (IAM-Corp.) based in Sarasota (USA) and Switzerland. 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 (beefCAMPus.com).

At IAM-Corp., Thomas advises a number of clients in both Europe and the United States on issues associated with the commercialization of early-stage technology. He has over 25 years of experience in the field of innovation financing, business development and technology licensing.





## Preparing a Science-based Business (Part 2): Business Planning and Investor Readiness

### OBJECTIVE AND BACKGROUND

“All the work you do in thinking up your idea, testing it, studying it, and producing it, has been for nothing if you can’t sell it. Whether you start your own business to produce and sell your invention, subcontract out the manufacturing part or sell your rights in return for a percentage of the proceeds, you need a business plan.” The second day of this interactive workshop will look at the core ingredients of planning a business, the different types of business plan you can prepare and what to put in them. This document is not only good for potential investors so that they can understand the business behind the technology, but it also makes you aware of some of the hard truths about your business which you have to face up to. This interactive session with Thomas Gering and Max Nielsen will take a hands-on look at how investors think and how best to pitch your business idea and to whom.

### CONTENT

- Why write a business plan?
- Guidelines for writing a business plan
- What are investors looking for?
- Developing a good investor pitch

Using a case study, participants will prepare pitches to present to the trainers wearing their investment hats, followed by a debriefing of the pitches and a report on how the case study was finally negotiated with potential investors.

### TRAINERS (more from Day 1)

**Thomas Gering** has previously taught entrepreneurship at an International Business School (including work on the valuation of intangible assets such as patents) and he has been involved in several hundred licensing and company start-up transactions in Europe, the United States, the Middle East and Japan. Thomas was formerly responsible for the licensing of the Intellectual Property (IP) portfolio of the Joint Research Center (JRC) of the European Union, and director of licensing at Fraunhofer, the now multi-national research think tank based in Germany. He also founded and served as director of a technology licensing office for state universities in Germany. Thomas has published extensively on the issue of IP and its commercial exploitation by publicly financed research organisations, including universities. In recent years he has worked on international TT assignments for the EU, OECD, NATO Science Programme and WIPO.





## **“Opportunity Capture” - the Key to Innovation and Commercial Success**

### **OBJECTIVE AND BACKGROUND**

It's an unfortunate fact that most new products fail and that only a small number of patents ever make money. This session presents a mechanism for finding real life opportunities and a better means of evaluating them, free from the emotions that new product entrepreneurs too often bring to the table. You will learn of successes and failures and the “why”. A systematic way to think about new products, services and innovation will be presented and a simple quantitative model that allows you a first pass evaluation of an idea in minutes. You will leave this session with the tools of innovation and more importantly “Opportunity Capture”. What is an opportunity and how can you systematically search for one?

### **CONTENT**

- Success stories and failures - understanding the reasons
- Why new ideas and initiatives often fail to get traction
- The concept of “Fast Second” as a low risk way to win
- Customer engagement and “trip assurance”
- Understanding markets and market risk
- The Value Proposition equation
- Consequential change
- Platform technologies
- The downside of Open Innovation
- Exercises in assessing opportunities and ranking the ideas, how the mind works in making business decisions and picking winners. Tools include the “Product Innovation Matrix”© and the “Opportunity Matrix”©
- Developing a problem-specific matrix thinking platform
- Technology diffusion model
- Innovation Circles and embedding innovation in a business as a standard practice

### **TRAINER**

**Roger La Salle** trains people in innovation, marketing, business management and the new emerging art of Opportunity Capture. His methodology “Matrix Thinking”™ is now licensed in 29 countries and used in countless organizations worldwide. He has been responsible for a number of successful technology start-ups and in 2004 was a regular panelist on the ABC New Inventors TV program. In 2005 he was appointed to the “Chair of Innovation” at “The Queens University” in Belfast. He is the author of four books and a Director and former CEO of the Innovation Centre of Victoria (INNOVIC) as well as several companies both in Australia and overseas.





## **“Is there a Better Way to Innovate?”**

### **OBJECTIVE AND BACKGROUND**

In spite of significant financial and talent investments, innovation output is unpredictable at best and elusive at worst. While much research is devoted to discovering new technologies or scientific breakthroughs, much less time is spent on creating better designs for the innovation process itself. As most developed economies, in Asia as well as in the West, are depending on innovation for post-industrial economic growth, this question of innovation productivity and design takes on greater importance.

What are some of the new methods used in innovation design? What can we learn from them? How can we create an “innovate innovation” culture?

This program aims to stimulate thinking about the meta process of innovation itself. The session will share some conceptual tools, use extensive examples and offer the participants several occasions to exchange and brainstorm.

The outcome for participants is to develop a fresh approach to their own work, or that of their organization, in order to enhance results.

### **CONTENT**

- Research is a Gamble – know how to play the cards
- Recombinant DNA – evolution as a role model for innovation
- Crowd sourcing ideas
- Discovering talent in wilderness
- The Business of Innovation and the Innovation of Business

### **TRAINER**

**Maggie Gorse** is a consultant and Managing Director of Verlion Pte Ltd, Singapore, whose work focuses on economic transformation and the post-industrial economy. With 30 years of international business experience, Maggie has served companies in Europe, USA, Africa and Asia. She has developed several conceptual business guidelines to help innovators and entrepreneurs assess the impact of economic shifts on their business, and apply relevant Business Models for the launch of new products or activities.

She is active on the Advisory Boards of several start-ups, and works on innovation business projects for large corporations in the telecommunications, financial services, technology manufacturing and media business sectors.

She is regularly invited to speak at international conferences and seminars, notably on economic transformation and new business models.

Maggie received her MBA from Columbia University, New-York, and was awarded Beta Gamma Sigma at graduation.





## Market Studies and Strategic Marketing in the Commercialization of New Products

### OBJECTIVE AND BACKGROUND

By definition, innovation is linked to business. Focusing effort on developing a product or a service without taking into account the market leads to a loss of money and never ends in innovation. A better understanding of the market(s) limits the risk by proposing an innovative product or service which corresponds to a real need (revealed or not).

One may think that a market study is a piece of macroeconomic market research: we will show how far we can go in a market study driven by a specific innovation. Many topics will be discussed to show that we can identify strategic information for a specific innovation: How do we define "indirect" competition? What kind of useful information can we get from a competitor? How do we identify the needs of potential clients without giving away strategic information? How do we compare and select potential markets? How do we define a market? Who makes most money in my market? How do we take into account that an innovation changes business habits? How wide is my window of opportunity?

More than learning about a methodology, this workshop is about mastering a way to think about the innovation project and connect it to business.

### CONTENT

- Marketing and strategic studies
  - Different typologies, different goals, different reasons
- The 3 main study approaches
  - Qualitative research, quantitative study, documentary study
- Management of a study and the appropriate tools
- Market study to feed a business model, financial issues and technical investment

All these different key topics will be explained, both in terms of methodological and practical aspects, through relevant case studies.

### TRAINER

**Benoit Rivollet** worked for 10 years as a technology transfer and strategy expert for innovative projects at Nodal Consultants in Paris before founding Tech2Market in 2011, a consulting firm specialized in technological innovation and focusing on the commercialization of research results and technologies. He has been involved in the European Space Agency's Technology Transfer Programme for more than 10 years. A graduate from ENSAM ParisTech, with a Master Degree in Finance from ESC Paris and a Master of Science in mechanical engineering from Georgia Institute of Technology, Benoit is also active in developing two start-up firms and building up Tech2Market Polska.



## PRACTICAL DETAILS



### **INTRODUCTION**

The training school is TII's major activity in the field of professional development and is held each year in the late summer/early autumn. Its distinctive feature lies in its training by practitioners for practitioners, with the aim of providing ready-to-use, practical methodologies which are immediately applicable in the participants everyday work assignments. Another unique characteristic of the 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 ([www.tii.org](http://www.tii.org))**

The TII Commercialization Hub is a global online community offering expert skills and services which are available to assist firms, universities, RTOs and regions to commercialize their inventions and new technologies or to put in place programmes and schemes which aim to maximize the ROI of the research developed in their region. TII members are organizations and individuals providing specialized services to companies to help them acquire access to new technologies, new markets and new funding streams. TII members are also working with research and innovation providers who seek to commercialize the results of their research either by licensing their technology to an existing company or via the creation of a company start-up. TII members are present in some 40 countries worldwide.

### **WHO SHOULD ATTEND?**

The training school has been developed with the continuous professional development needs of research commercialization 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. Organizations which have sent delegates in previous years include:

- Innovation and technology consultancies
- Enterprise Europe Network 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

## PRACTICAL DETAILS (continued)



### **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 week-long course will be held from Monday 2 October, starting at 9.30, through to Friday 6 October ending at 16.00. It is hosted by INSAVALOR, the research commercialization arm of INSA Lyon at its training facilities in Villeurbanne. The campus is well connected by public transport to the centre of Lyon.



### **TRAVEL**

Lyon Saint Exupery airport is well-connected to many airports around Europe. The city is only 2 hours from Paris by high-speed train (TGV).



### **ACCOMMODATION**

Lyon is a busy city at all times of the year and participants are recommended to book their accommodation without delay via one of the main hotel booking sites. The venue is approximately 20 minutes away from the city centre by public transport.



### **SOCIAL ACTIVITIES**

The organisers will offer a guided visit of the historical centre of Lyon 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 and for members of ASTP-Proton and ISPIM. Non-members are charged €1 390. The fee covers tuition, course materials, refreshments and lunch on each day of the course as well as the social activities. Alternatively, you can select to register for the days of your choice. In this case you are charged a daily rate of €250 (members) or €350 (non-members).

### **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. Following receipt of your registration, TII will confirm all the necessary arrangements and send you an invoice (payable by bank transfer or credit card before the start of the course).

### **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.