**Technology Transfer Trainings in Fit4NMP Project**

Enhancing the impact of science from research centres can be done by further strengthening the ‘innovation actors’ (HEIs, PROs, SMEs and MNEs) and reinforcing their linkages in their respective national innovation systems, especially knowledge links between domestic and foreign firms. In this context, FIT-4-NMBP sees a vital need to provide technology-transfer training to talented newcomers from the EU-13. ASTP, the leading pan-European association for professionals involved in knowledge transfer between universities and industry, can draw upon a large pool of experts (1000+ members, 45+ countries) to provide high-quality training in technology transfer between HEIs/PROs and SMEs/MNEs.

ASTP will conduct six technology-transfer training courses over the course of the project – each one in a different underrepresented region from amongst the consortium partners. The content for each training course will be tailored to take account of the specific needs of the underrepresented region and/or NMBP domain and draw upon ASTP’s established training courses in “Fundamentals of Technology Transfer”, “R&D Collaborations” and “Marketing and Business Development.

Participation is intended for all people working within Talented Newcomers who have a responsibility to set up collaborations across research centres with industrial partners, or who manage technology transfer functions.

Examples of training programs are set out below.

**Academia and Industry: Introduction to Technology Transfer and Collaborations**

This workshop is designed for people working within Talented Newcomers who are responsible for setting up collaborations between academia and industry, wishing to expand their skills and deepen their knowledge of the intricacies of research and development collaborations between academia and industry. Attendees can come from academic TT offices, or have responsibility within an SME.

**Learning Objectives**

* A broad overview of the fields covered by Knowledge Transfer Officers and offices;
* Cover the basic output of a KTO / TTO;
* Gain insights into patenting and patent evaluation, and the licensing process;
* Develop the rudimentary tools for dealing with inventions, inventors, licensees, founders and potential cooperation partners;
* Increase knowledge on setting up a spin-off company, including the broad financing possibilities;
* Handling communication between academia and industry within collaborations
* Understanding how Top Innovators approach and manage relationships with research partners
* Managing expectations

**Workshop Organiser**

ASTP ([www.astp4kt.eu](https://astpproton.sharepoint.com/Customised%20Services/On%20Site%20Training/OST%202022/Confirmed/FIT4NMP/1.%20TC%202-3%20February%202022%20-%20online/Programme/www.astp4kt.eu)) is a non-profit member’s organisation committed to knowledge transfer among universities and industry. Our focus is to further improve the quality of impact that public research has on the economy and society.

Established in 2000 by a group of leading practitioners, ASTP’s focus is to provide outstanding training and practice that supports member special interests, to advocate for the profession on the international stage and to enable the building of professional networks.

**Please note all times given in the agenda are based on Bratislava time.**

**Day 1– 26 October 2023**

**Fundamentals of Technology Transfer**

**09.00-09.15 Course introduction–**[**Jeff Skinner**](https://www.astp4kt.eu/about-us/committees/professional-development-committee/jeff-skinner/)  
Getting to know your trainer and your fellow colleagues as well as course overview.

**09.15-10.15 The process, purpose and impact of Technology Transfer. –** [**Jeff Skinner**](https://www.astp4kt.eu/about-us/committees/professional-development-committee/jeff-skinner/)

One of the first questions that a TT manager asks – or should ask – is, ‘what does success look like’. Without a clear sense of purpose, it is difficult to prioritise or organise. The truth is, however, that the role is inherently ambiguous with several masters to serve.

In this introductory session we place participants in the role of a newly-appointed ‘Director of Technology Transfer’ who has been invited by the vice-chancellor to put a case for more resources. We use this exercise to explore the various ‘KPIs’ and how these should guide the decisions you make.

**10.15-10:45 Coffee Break**

**10:45–12:00 Finding and evaluating technology opportunities and exploitation strategies –**[**Jeff Skinner**](https://www.astp4kt.eu/about-us/committees/professional-development-committee/jeff-skinner/)  
Very few of the disclosures we receive are likely to form the basis of a good patent – fewer still (maybe 1 in 10) have any commercial potential. Moreover, we simply do not have the time to simultaneously manage too many projects. How then should we: scout, screen, evaluate, and rank the disclosures and opportunities we receive? What exploitation scenario and strategy are most suitable? How should we reject the ones that we decide not to pursue?

**12.00-13.00 Introduction to Patenting and Licensing–**[**Jeff Skinner**](https://www.astp4kt.eu/about-us/committees/professional-development-committee/jeff-skinner/)  
This session offers a general introduction to the what, why and how of securing and protecting intellectual property (including patents) and addresses some of the common matters you need to take into consideration when negotiating a licensing deal.

**13.00-14.00 Lunch**

**14.00-15.00 Introduction to academic spin-offs –**[**Jeff Skinner**](https://www.astp4kt.eu/about-us/committees/professional-development-committee/jeff-skinner/)

This session will provide a basic overview of the different steps needed to create an academic spin-out covering topics such as: bringing the right team together, valuing the technology, and writing a business plan.

**15.00-16.00 Technology transfer through research collaborations -**[**Jeff Skinner**](https://www.astp4kt.eu/about-us/committees/professional-development-committee/jeff-skinner/)

More than 95% of the knowledge transfer from academia to industry takes place in your day-to-day research collaborations. In this exercise, we learn more about the expectations of industry and academia when setting up a research collaboration and the major frictions that usually surface in negotiations.

**16.00-16.15 Coffee Break**

**16.15-17.15 Intellectual Asset Management**

To set up either an R&D collaboration or a formal licensing deal, it is important to be able to identify all the relevant background IP which may be required to play a role in the new relationship. The session earlier in the day introduced handling new patents arising from fresh research results. This session will highlight some practical insights into the broader identification and management of all types of new knowledge and materials, including pre-existing intellectual assets. This awareness is important for several reasons:

1. It allows an organisation to make its background IPR more widely available, harnessing new partnerships and income.

**17.15-19.15 Consortium meeting part 1**

**19.45-21.30 Dinner in the city center**

<http://www.dunajskypivovar.sk/restauracia-dunajsky-pivovar> or <https://dunajska.mestianskypivovar.sk/online-menu/section:jedalny-listok>;

approx 35 €/ person

**21.30 Night City Tour with the selection of most interesting sightseeings**

**Day 2 – 27 October 2023**

**Collaboration**

**09.00-10.15 Transforming Technology Transfer: the online tools changing TT forever – Alastair Banks**

Over the last decade, ever more sophisticated digital tools have been quietly and incrementally disrupting the way we explore the commercial potential of new technologies and find potential partners. For this Plenary we've invited leading practitioner Alastair Banks from the UK (also a seasoned ASTP trainer) to take us through a rapid-fire hour of every online tool your office should be using right now. He will show you how you can find opinion leaders, influencers, market reports, likely partners and all sorts of other interesting market insights. After years of incremental changes in this space, 2022 has seen a seismic change in technology with the explosion of AI. So strap in and get ready for an hour of learning, like you've never had before.

**10.15-11.00 Sales tactics - Jeff Skinner**

We like to believe that conversations with potential partners build their own momentum and that – if all goes well – they will eventually agree to a deal of some kind. Well, maybe, but the sales professionals have a myriad of tactics to ensure they’re talking to the right people, inject a sense of urgency and scope (and price) the project early, thereby weeding out ‘tyre-kickers’ early.

11.00-11.30 Coffee Break

**11.30-12.30 Deriving fair value from foreground IP**

Finding the right IP structure is only half the battle. We are still left with the issue of valuing the IP; when we have little knowledge of the IP’s true value. What should we do? Should we take the academics’ opinion, consult with the Technology Transfer Office or trust the company? Or should we insist on a ‘wait and see’ strategy in which the discussion is deferred until we know what has been ‘invented’, and its commercial value. How can we avoid meaningless ‘agree to agree’ clauses in which one or other party is left exposed? What tools can we use, and which structure do we choose for the payments?

**12.30-13.15 Getting started – Introduction to EU collaboration Contracts**

This session will introduce the different forms of collaboration and cooperation agreements that we are expected to enter into when collaborating with EU partners accessing EU funding. This session will guide you through an overview of the key elements of the Grant Agreements and Consortium agreements which together form the basis of legal relationships among EU consortium partners

**13.15-14.15 Lunch**

**14.15-15.15 How Top Innovators Approach Collaboration – Kevin Nachtrab**

We shall also hear from one of our Top Innovators- Johnson & Johnsonabout their approach to new EU collaborative projects.

**15.15-16.15 When things go wrong – Mark Wilson**  
Sometimes the collaboration will not have a happy ending. It can be a violation of the contract terms, or a different interpretation of the wording. Whatever the problem is, it will almost certainly create unpleasant conversations and shall require difficult negotiations to reach an agreement on how to resolve the problem. In the session, you will be presented with several real-life scenarios and given a role to play in trying to solve them.

**16.15-16.45 Wrap Up Discussion**

Opportunity for participants to reflect on any key lessons or questions arising from the training course, including sharing how they plan to implement any new learning.

**16.45-17.00 Coffee Break & Farewell**

**17.00 –18.00 Consortium meeting part 2**

**Recommended hotels close to SAS Campus**

**Max Inn Hotel**: <https://www.maxinn.sk/en/> (In walking distance to SAS campus – 15 min.)

**Hotel Brix**: <http://www.hotelbrix.sk/eng/index.php?page=1> (25  minutes by walk to SAS campus, or direct bus 83, trolleybus 42)

**Hotel Matyšák**: <https://www.hotelmatysak.sk/en/> (direct bus No. 21, 83, 63, trolleybus 42)

**Loft Hotel**: <https://www.lofthotel.sk/en> (direct bus No. 21, 83, 63, trolleybus 42)

**AC Hotel Bratislava Old Town**: <https://www.marriott.com/en-us/hotels/btsar-ac-hotel-bratislava-old-town/rooms/> (direct bus No. 21, 83, trolleybus 42)

**Hotel Falkensteiner**: <https://www.falkensteiner.com/en/hotel-bratislava> (direct bus No. 21, 83, trolleybus 42)

Registration link for Bratislava <https://survey.alchemer.com/s3/7401016/FIT4NMBratislava>