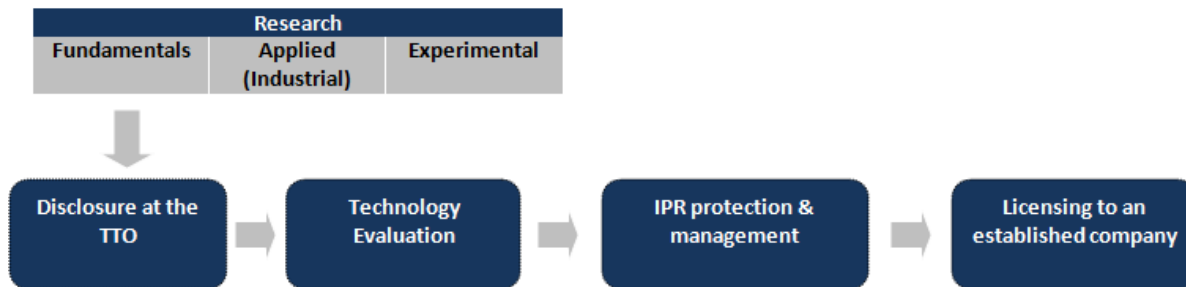


TECHNOLOGY MANAGEMENT, INNOVATION PROTECTION & COMMERCIALIZATION PROGRAM

Training Modules

Day 1: TTO Operations – Tools and Procedures for TTO Management

This capacity building will provide TTO staff with the basic tools to operate their offices. They will be introduced to all the processes, policies, tools, forms, agreements and platforms they need in order to run their offices and to establish relationships with essential stakeholders. In addition to that, TTO staff will be given an introduction on how to draft patent applications on their own. This will help increase the quality of patent applications and minimize the cost required to draft patent applications through professional patent agents.



Outline

- Developing a process for technology protection and commercialization
- Working with Inventors
- Inventions Disclosure
- Developing IP Policies
- Communicating IP policies to stakeholders
- Developing the required forms and agreements
- Drafting patent applications
- Monitoring patent applications and renewals
- Building networks of stakeholders

What you will learn

You will learn how to develop an IP policy for your institution, how to develop the TTO processes, forms, and agreements, how to establish relationship with TTO stakeholders, how to work with inventors to protect their inventions, and how to use free software tools to manage your office efficiently.

Recommended Readings

- IP Policy sample
- Non Disclosure Agreement (NDA) template
- Invention disclosure template

- Patent application sample

Day 2: Business Strategy & Planning with IP

Aside from considering IP within the traditional 'sword and shield' rights concept, universities, research centres, TTOs or TICOS must think about IP as a flexible asset class that can help their licensees in a broad range of ways (accessing new markets, improving existing products, generating new revenue streams). It is, therefore, critical to understand and develop an IP business strategy which is coupled with a successful commercialization model.

Outline

- Building market intelligence, understanding trends (technological & non-technological) and consumer needs. Understanding the macro-environment (Political, Economic, Social, Technological, Environmental, and Legal factors), Understanding the micro-environment (Porter's 5-forces model)
- Business models
- Building a business concept around IP to become the core of your strategy
- Cost, risk and resource considerations
- Valorization & Valuation of IP
- Aligning IP to the businesses Business Model

What you will learn

- Closed and Open Innovation Models
- Innovation landscape
- Business Opportunity Map
- Using Patent Information to define new markets and new revenue generation channels
- Developing and understanding innovative business concepts
- Developing an IP strategy in a structured and methodological way
- Ability to answer the question "Is my IP ready for commercialization?"