

Andalucía TECH

Technology Transfer and Entrepreneurship Training

3rd-6th November 2015

DAY 1 – Tuesday, 3rd November

Time	Topic
09.00 - 09.30	Course Introduction. Objectives and Outcomes
09.30 - 10.30	Isis Innovation and Technology Transfer Processes at Oxford
10.30 - 11.30	Technology Transfer Project Management
11.30 - 12.00	Coffee break
12.00 - 13.00	Internal Marketing
13.00 - 14.00	Lunch
14.00 - 15.00	Project Evaluation
15.00 - 16.00	Technology Assessment Form: Tool for Project Evaluation
16.00 - 17.30	Project Evaluation Exercise: Dragon's Den

DAY 2 – Wednesday, 4th November

Time	Topic
09.00 - 10.00	Incubator Initiatives
10.00 - 11.30	Writing Marketing Profiles; Market Research Skills; Identifying Customers Through Research
11.30 - 12.00	Coffee break
12.00 - 13.30	Marketing Exercise: Cold Calling
13.30 - 14.30	Lunch
14.30 - 16.30	Case Study: IP Due Diligence, Understanding Routes-to-Market and 'Killer Applications'
16.30 - 18.00	Case Study: International Marketing

DAY 3 – Thursday, 5th November

Time	Topic
09.00 - 11.00	Licensing Definition & Process. License Agreements, Ownership and Revenue Sharing
11.00 - 11.30	Coffee break
11.30 - 13.30	Exercise: Negotiation (practical exercise in negotiating a technology license)
13.30 - 14.30	Lunch
14.30 - 15.30	Valuation – Approaches to Valuing Technologies, and their Pro's and Con's
15.30 - 17.30	Case Study: Licensing

DAY 4 – Friday, 6th November

Time	Topic
09.00 - 10.30	The Isis Spin-out Process – An overview of the processes Isis uses to develop a spin-out
10.30 - 11.30	Case Study: Spin-out 1
11.30 - 12.00	Coffee break
12.00 - 13.00	Case Study: Spin-out 2
13.00 - 14.00	Lunch
14.00 - 16.00	Elevator's Pitch
16.00 - 16.30	Questions&Answers, Feedback and Wrap Up