

# PROTON

E U R O P E

Innovation from Public Research

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## Technology Transfer Evolves: expectations of a developing market

Gillian McFadzean

ProTon Europe

Riga 2009

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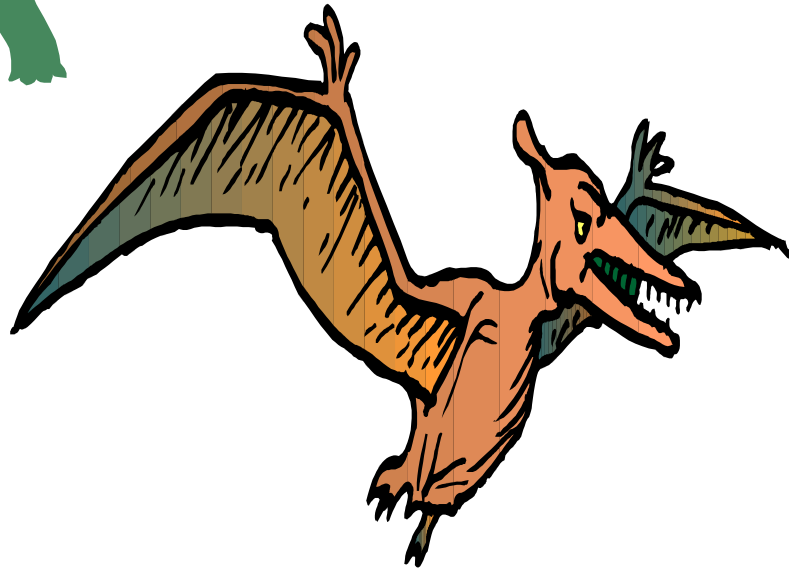
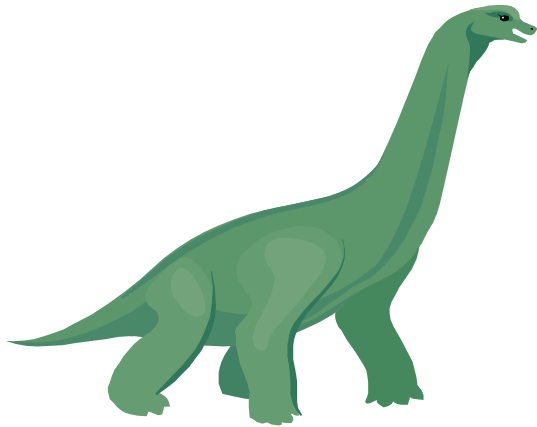
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# Agenda

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# Functions of a KTO

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- Service Function



- Enterprise Function

- Research funding and information
- Management information on research & TT
- Environment scanning -political & market
- Industry connections
- Project management
- IP portfolio management & valuation
- Contract negotiation and drafting
- Agreement of terms
- invention disclosure
- Identification of exploitation route
- Management of Knowledge Transfer process
- Patent application & prosecution
- Agree terms for Licensing/options/business creation
- Allocation of income/equity

# Evolution of TT people

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1. I know all I need to know
2. I know it all
3. I need to learn.....the whole answer in a one day course
4. I want to know what I need to know
5. I want you to teach and to guide me to what I need to know
6. I want a qualification



# **KT training late 20th century**

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- 1 Insist on PhD
- 2 Specialist – hire them
- 3 Poach them
- 4 Training was last option,
- 5 Not least because they then were poached

# **KT training early 21<sup>st</sup> Century**

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- 1 Initial courses by practitioners
- 2 Adhoc according to interests of trainers – no needs assessment
- 3 Technical when also needed challenge solving
- 4 Often interesting stuff was around “innovation” not “KT”
- 5 No framework for different levels of experience

# CREST IPR expert group

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1. No holistic/integrated TT education programmes
2. No sufficient assessment of TT-skills possible (comparable)
3. No clear TT career structure / no accreditation for TT professionals
4. Lack of trans-national/international attitude of education

# Success brings Issues

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1. More people, more ambition
2. Personal development essential
  - for job satisfaction AND for career progress
3. Demand for
  - consistent quality training
  - leadership and mentoring



# Framework approach

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1. Allows space for development of content as TT develops
2. Blends needs of the activity with needs of individuals.
3. Encourages growth of individual in TT
4. Allows practice and theory to blend

# Cert-TTT-M Core Skill set

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1. Managing Communication, Information and networking
2. Understanding IPR & Licensing
3. Commercial Activities and Markets
4. New Business Development
5. Negotiating
6. Project management
7. Information Analysis

## **3 levels of expertise**

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1. Basic - focused on learning the basics in technology transfer
2. Advanced - focused on more in-depth, strategic and specialized issues, developing more skills
3. Expert - knowledge and skills become integrated in an optimal way.

# Natural attributes Rule!

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# TT people are uniquely similar

