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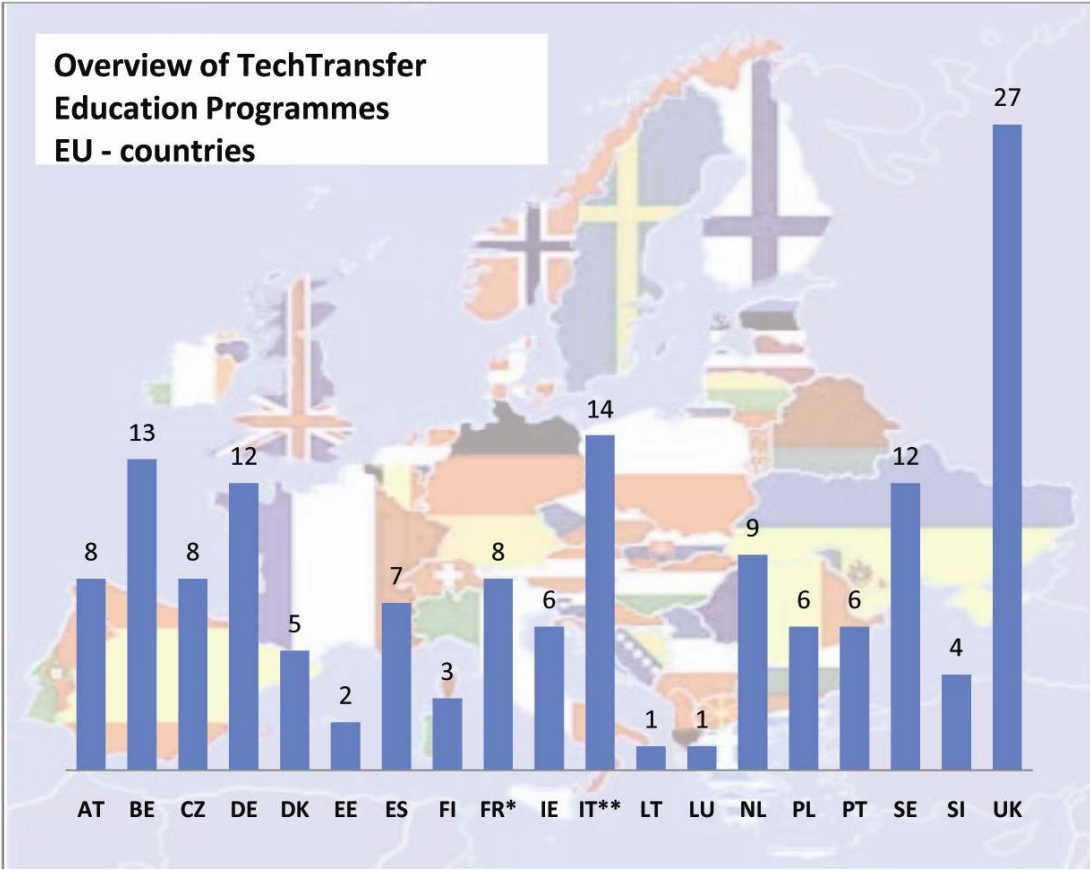
Riga
February 24th -25th 2009



Overview of TT education programmes

AT		8
BE		13
CZ		8
DE		12
DK		5
EE		2
ES		7
FI		3
FR*		8
IE		6
IT**		14
LT		1
LU		1
NL		9
PL		6
PT		6
SE		12
SI		4
UK		27
others		9
TOTAL		161

* with OECD
** with INSME



• Master programmes – consecutive

Academically oriented consecutive master programmes (Bologna 2nd level) take full-time frame and their duration is 2 years (120ECTS). The basic requirement is usually Bachelor degree (180 ECTS).

• Master programmes – executive

Practically oriented executive master programmes (Bologna 2/3rd level) with part-time frame have duration about 1 -2 years (60 - 90 ECTS). The requirements are Bachelor degree and job experiences.

• Part of programmes

Parts of programmes are usually compact technology programmes within the frame of another technical master or engineering programme. They take full time frame and their duration is one or two semesters.

• Diploma courses

Diploma courses are practically oriented programmes with certificate/diploma and with full or part time frame, their duration takes about 20 full teaching days.

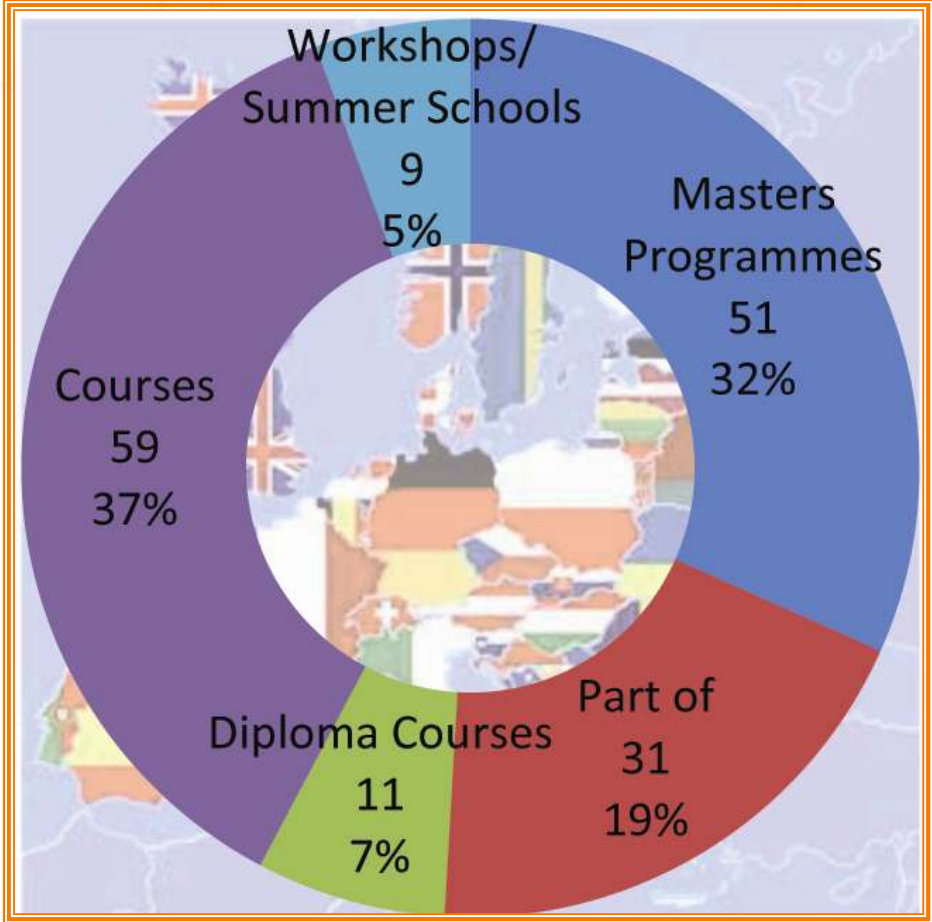
• Courses

Courses are short (crash) and practically oriented programmes, offered usually by non academic providers and with duration between 1 – 5 days

• Workshops & Summer Schools

Workshops & Summer Schools are clearly identified with one main topic and they take duration about 1-5 days.

Types of TechTransfer Programmes:



Nr: 4	Language english	Course / Program: Fundamental skills in Technology Transfer	
File: http://www.techtransfer.ugent.be/topic.asp?sec=researchers&id=50&subid=28			
Type Course	Graduate post	Duration < 1 month	Price > 1.000
ECTS	Acad. degree	Time part	
Certificate Certificate of Vlerick Leuven Gent Man		Providertype University	
Provider: Ghent University - Technologie Transfer			
Street: Kuiperskaai 55			
Zip Code: B-9000	PO Box:	City: GHENT	Country: Belgium
Contact person: Dr. Dominic De Groote			
Contact email: dominic.degroote@ugent.be			
Contact phone: +32 9/2649977			
Cooperation: Vlerick Leuven Gent Management School			
Funding:			
Notices: 12 days 1.250,-€ Only 25 participants can attend			

Syllabus:

Module 1

Kick-off (1/2 day): course objectives, drinks. In business school environment

Module 1: Patent Basics (2 days)

□□Objective: to give participants a basic understanding of what patents are and how they are applied for.:

- What is a patent ? What is it not ? Patent anatomy
- What is an invention ? what is a patentable invention (novelty, inventive step); Invention analysis (invention disclosure form)
- Main filing routes (priority, PCT, national)
- Where to find patents ? Search strategies
- Terminology explained: FTO, validity, prior art, infringement
- Workshop: life cycle approach: exercises on invention analysis, patent search, claim drafting, search report analysis
- Trainers: TT officers, EP patent attorney, EPO examiner;

Module 2: Contracts, a must (1 days)

□□Objective: to let participants realize that research related agreements are more then administration. Identify key elements for negotiations. Focus on MTA, CDA and collaborative research agreements.

- When and why to use a CDA, MTA or CRA ?
- Key clauses (confidentiality, IP, liability, publication ?
- Legal terms: back/fore/sideground, progeny, know-how
- communication strategy during contract negotiation: use of term sheet, motivation of changes, teleconference approach
- Workshop: discussion of template agreements in small groups and identification of classic pitfalls.
- Trainers: TT officers (legal & research background)

Module 3: My technology as a market application (2 days)

□□Objective: to learn the difference between a technology and a market application and the need for strategic planning and value creation

- The value chain: university technologies have not much value without a clear market approach;
- Product ideation from a market point of view (exploit technology strenghts, the patent mine field, trend watching, competitive technologies)
- The concept of strategic planning (IP monitoring, design-around tactics, road mapping)
- Partnering: learn to identify the market strengths of an application and draft an technology offer to attract partners;
- Workshop: out-of-the-box thinking; SWOT analysis
- Trainers: business school tutors, creativity and product development consultants, TT officers

Module 4: Fundamentals of financial management (2 days)

□□Objective: understand basic financial terms. Anatomy of a balance sheet. To learn the basic elements that determines/creates value from a third party perspective (f.e. licensee, VC)

- Introduction to financial reporting using an interactive simulation model (balance sheet, income statement, cash flow, liquidity analysis, leverage Analysis, profitability analysis)
- Why valuation ? Valuation principles (NPV, cost of capital)
- Main valuation techniques (f.e. DCF)
- What determines/creates value in a technology
- Workshop: FAST model; Valuation exercises
- Trainers: business school tutors

Module 5: Spin-off creation (2 days)

□□Objective: to provide participants an overview of issues related with the creation of a spin-off

- How to start a spin-off: the UGent route
- Basis terminology explained (business plan, VC, Sharholder's agreement, founder's liability, option schemes)
- How Venture Capitalists work and think
- Public funds useful to spin-offs

Prerequisites:

participants need to have a PhD. Preference goes to people who have at least 1 year experience in a responsible postdoc position and/or are involved in TT projects. Business case: participants must present themselves with an in-house technology for which they intend to develop a business case. The business case is merely a tool to translate knowledge into practice.

Targetgroup:

scientific researchers, managers of scientific research teams and (post-)doctoral staff

Teaching staff:

Johan Bil
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Philippe Lahorte
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Mirjam Knockaert
Noël Paesen
Raf Moons
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Wouter De Maeseneire
Tom Jacobs
Dirk Buyens
Trefor Jones
Bart Clarysse
Gilles Capart

Teaching approach:

Template example

Nr:	Language	Course / Program:
4	english	Fundamental skills in Technology Transfer
<p>Commercial awareness: 5,00</p> <p>Negotiation: 5</p> <p>New Business development: 4,00</p> <p>Networking: 0,00</p> <p>Communications: 1</p> <p>Industry Specific Expertise: 5</p> <p>Knowl. of IPR & Licensing: 5</p>		

Rating Frequency of the Skills	
0	Never
1	Very Rarely
2	Rarely
3	Occasionally
4	Frequently
5	Very Frequently

Technology transfer professionals were asked by WP1 to answer two following questions:

- 1) *“In your opinion, how important are each of the following skills for a technology transfer professional?”***
- 2) *“In your opinion, would people from your organization actually participate in a future European-wide education program that will train technology transfer professionals?”***

General Rank list of Skills			
Skill	Frequency of Skills in gathered programmes (WP2)/Rank	Importance of Skills (WP1) /Rank	Interest in participating (WP1) /Rank
Commercial Awareness	2	2	2
Industry Specific Expertise	5	4	3
New Business Development	1	3	1
Negotiation	7	2	1
Knowl. Of IPR & Licensing	3	2	1
Networking	4	2	2
Communication	6	1	2

Result:

The most importance by respondents from WP1 is focused on Communication, Networking and Knowledge of IPR & Licensing.

The prospective participants would prefer New Business Development, Knowledge of IPR & Licensing and Negotiation.

But: the actually offered courses have as main topic the skills New Business Development, Commercial Awareness and Knowledge of IPR & Licensing.

Results WP 2 - Frequency of Skills – all countries										
Skill										
	AT	BE	FR	DE	IT	NL	PL	ES	SE	UK
Commercial Awareness	1	4	3	3	1	1	1	2	4	3
Industry Specific Expertise	4	5	4	4	3	3	3	2	3	4
New Business Development	1	2	1	1	2	1	1	1	1	1
Negotiation	5	7	5	6	5	2	4	5	5	6
Knowl. Of IPR & Licensing	2	1	2	2	2	2	2	3	3	4
Networking	3	3	3	4	4	4	3	5	2	2
Communication	2	6	4	5	6	3	4	4	4	5

Results WP 1 - Importance of Skills – all countries										
Skill										
	AT	BE	FR	DE	IT	NL	PL	ES	SE	UK
Commercial Awareness	3	3	2	4	4	1	2	2	1	1
Industry Specific Expertise	3	4	5	4	3	4	3	3	4	5
New Business Development	4	2	4	5	3	3	2	3	3	4
Negotiation	2	2	1	2	2	4	2	2	4	3
Knowl. Of IPR & Licensing	1	1	1	3	2	2	2	1	3	3
Networking	1	3	3	2	1	3	3	2	2	3
Communication	1	2	3	1	2	3	1	1	2	2

Results WP 1 - Interest in participating – all countries										
Skill										
	AT	BE	FR	DE	IT	NL	PL	ES	SE	UK
Commercial Awareness	2	5	2	3	4	2	3	1	2	1
Industry Specific Expertise	1	4	3	1	3	3	4	3	4	3
New Business Development	2	1	1	2	2	1	2	2	1	1
Negotiation	3	1	1	3	1	2	2	2	3	1
Knowl. Of IPR & Licensing	4	2	1	3	1	1	1	1	2	1
Networking	3	4	4	3	2	2	4	2	3	2
Communication	2	3	3	3	2	4	2	1	2	3

last rank position with 0% frequency

WP2 - Results: Fee	
Type	Mean/Median Fee
Master consecutive	3.439,-€
Master executive	8.900,-€
Diploma courses	3.000,-€
Courses	1.130,-€
Summer Sch. & WS.	770,-€

WP1 - Amount of Payment for Training Program	
Average All Respondents	1.800,-€

BUT:

The types of TechTransfer programmes with optimal fee
(courses and summerschools / workshops)
don't have recognized Certification

WP2 - Results: Duration	
Type	Mean/Median Duration
Master consecutive	3 semesters
Master executive	2,5 semesters
Part of programmes	50 hours
Diploma courses	29 days
Courses	3 days
Summer Sch. & WS	6 days

WP1 - Length of Training Program	
Options	%
Max. 1 week	24,40%
2 - 3 weeks	25,70%
1 month	13,80%
2 months	5,80%
3 months	11,40%
4 - 6 months	11,20%
7 - 12 months	7,80%
Conclusion:	
over 63 % of all respondents prefer duration <= 1 month	

BUT:

The types of TechTransfer programmes with optimal duration (diploma courses, courses and summer schools / workshops) don't have recognized Certification

WP2 - Results: Programmes with Certification

Type

Master consecutive

Master executive

WP1- Important of Receiving a European-wide Recognized Certification

Average All Respondents

YES 73 %

BUT:

The types of TechTransfer programmes with recognized Certification (consecutive & executive master programmes) don't have optimal duration and fee

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