

Entrepreneurship

Course Agenda: Day 1

Time	Activity	Description
08:45	Registration	
09:00-11:00	Overview of innovation management – pros and cons/challenges	<ul style="list-style-type: none"> • What is technology transfer/commercialization • Entrepreneurship/Startups • Licensing – technology push vs. market pull • Open innovation • Collaborative R&D • Planning operations
11:00-11:15	Coffee break	
11:15-12:30	Perspectives on innovation	<ul style="list-style-type: none"> • Commercial vs. research organization • Bridging the commercialization chasm • Maximizing results with Symbiotic Innovation • Case studies
12:30-13:30	Lunch	
13:30-15:00	The basics of IP rights	<ul style="list-style-type: none"> • Importance of protecting IP and case studies • Patenting • Copyright • Trademarks • Exercise
15:00-15:15	Coffee break	
15:15-16:30	Assessing/Developing the potential of innovative ideas: An overview of proactive and strategic IP management	<ul style="list-style-type: none"> • Fundamentals of successful commercialization • Preliminary screening of an innovation's market potential • Strategic assessment of the market • Marketing to potential partners, investors, and customers • Deal making – funding, agreement/contract negotiations • Case studies
16:30	Adjourn	



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Course Agenda: Day 2

Time	Activity	Description
09:00-11:00	Methods for assessing an innovation's potential: Getting started	<ul style="list-style-type: none"> • Turning your idea into successful startup • Identifying how your innovation fits into the market(s) • How to write a non-enabling description of your innovation (protect your IP) • Exercise
11:00-11:15	Coffee break	
11:15-12:30	Understanding the competition	<ul style="list-style-type: none"> • Developing a value chain • Identifying key players • Finding relevant IP data • Identifying market trends, hedging against market uncertainties • Exercise
12:30-13:30	Lunch	
13:30-15:00	Understanding the market	<ul style="list-style-type: none"> • Rationale • Conducting secondary research (literature reviews) • Using keywords effectively to generate meaningful search results • Searching for market players • Conducting expert interviews • Exercise
15:00-15:15	Coffee break	
15:15-16:30	Making the decision	<ul style="list-style-type: none"> • Success factors • Analyzing the data • Red light • Yellow light • Green light • Making the startup decision • Identifying opportunities for commercialization and collaboration • Qualifying potential partners • Case studies
16:30	Adjourn	

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Course Agenda: Day 3

Time	Activity	Description
09:00-11:00	Understanding the AMMO	<ul style="list-style-type: none">• Audience• Message• Mechanism• Outcome• Exercises
11:00-11:15	Coffee break	
11:15-12:30	Choosing the right marketing strategy	<ul style="list-style-type: none">• Passive vs. active, broad vs. targeted• Developing a results-oriented strategy• Leveraging traditional, digital, and social media• Success factors• Case studies• Exercises
12:30-13:30	Lunch	
13:30-15:00	Effectively connecting and communicating with potential partners, investors, suppliers, and customers	<ul style="list-style-type: none">• Where to find them• How to approach them• What to say (and what not to say)• Exercises
15:00-15:15	Coffee break	
15:15-16:30	Preparing/Delivering clear, persuasive marketing collateral	<ul style="list-style-type: none">• Online listings and Web sites• Presentations/Briefings• Tradeshows and networking• Social media tools• Exercises
16:30	Adjourn	



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Course Agenda: Day 4

Time	Activity	Description
09:00-11:00	Agreements types/structure	<ul style="list-style-type: none">• Licensing• Collaborative R&D• Term sheets• Scoping projects and setting expectations• Case studies
11:00-11:15	Coffee break	
11:15-12:30	Valuing the opportunity	<ul style="list-style-type: none">• Aspects of value – economic, strategic, emotional• Approaches – market, cost, income• Practical techniques for setting ranges• Case studies
12:30-13:30	Lunch	
13:30-15:00	Identifying funding sources	<ul style="list-style-type: none">• Government sources• Venture capitalists• Corporate partners• Exercises
15:00-15:15	Coffee break	
15:15-16:15	Getting to the win-win – success factors	<ul style="list-style-type: none">• Building relationships• Preparing for negotiations• Establishing the terms• IP rights• Conducting due diligence• Exercises
16:15-16:30	Course Evaluation Forms	
16:30	Adjourn	



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