

Day 1: Strategic and proactive management of ideas, innovation, and intellectual property (IP)

- ❖ Overview of innovation management – pros and cons/challenges
 - What is technology transfer/commercialization
 - Entrepreneurship/Startups
 - Licensing – technology push vs. market pull
 - Open innovation
 - Collaborative R&D
 - Planning operations
- ❖ Perspectives on innovation
 - Commercial vs. research organization
 - Bridging the commercialization chasm
 - Maximizing results with Symbiotic Innovation
 - Case studies
- ❖ The basics of IP rights
 - Importance of protecting IP and case studies
 - Patenting
 - Copyright
 - Trademarks
 - Exercise
- ❖ Assessing/Developing the potential of innovative ideas: An overview of proactive and strategic IP management
 - 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

Day 2: Analyzing market/business opportunities for technology innovations

- ❖ Methods for assessing an innovation's potential: Getting started
 - 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
- ❖ Understanding the competition
 - Developing a value chain
 - Identifying key players
 - Finding relevant IP data
 - Identifying market trends, hedging against market uncertainties
 - Exercise
- ❖ Gaining a preliminary understanding of the market
 - Rationale
 - Conducting secondary research (literature reviews)
 - Using keywords effectively to generate meaningful search results
 - Exercise

- ❖ Obtaining first-hand market insights
 - Rationale
 - Searching for market players
 - Conducting expert interviews
 - Exercise
- ❖ Making the decision
 - 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

Day 3: Communicating what you have to offer to the market and investors

- ❖ Understanding the AMMO
 - Audience
 - Message
 - Mechanism
 - Outcome
 - Exercises
- ❖ Choosing the right marketing strategy
 - Passive vs. active, broad vs. targeted
 - Developing a results-oriented strategy
 - Leveraging traditional, digital, and social media
 - Success factors
 - Case studies
 - Exercises
- ❖ Effectively connecting and communicating with potential partners, investors, suppliers, and customers
 - Where to find them
 - How to approach them
 - What to say (and what *not* to say)
 - Exercises
- ❖ Preparing/Delivering clear, persuasive marketing collateral
 - Online listings and Web sites
 - Presentations/Briefings

- Tradeshows and networking
- Social media tools
- Exercises

Day 4: Negotiating deals, securing funding, generating revenue

- ❖ Agreements types/structure
 - Licensing
 - Collaborative R&D
 - Term sheets
 - Scoping projects and setting expectations
 - Case studies
- ❖ Valuing the opportunity
 - Aspects of value – economic, strategic, emotional
 - Approaches – market, cost, income
 - Practical techniques for setting ranges
 - Case studies
- ❖ Identifying funding sources
 - Government sources
 - Venture capitalists
 - Corporate partners
 - Exercises
- ❖ Getting to the win-win – success factors
 - Building relationships
 - Preparing for negotiations
 - Establishing the terms
 - IP rights
 - Conducting due diligence
 - Exercises