



WEDNESDAY

22 JANUARY

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|---------------|---|
| 9:00 - 9:30 | Course Introduction Course Team |
| 9:30- 10:45 | Finding and evaluating technology opportunities and exploitation strategies Very few of the disclosures we receive are likely to form the basis of a good patent. Fewer still, maybe 1 in 10, have any commercial potential. Moreover, we simply do not have the time to manage too many projects at once. How then should we scout, screen, evaluate and rank the disclosures and opportunities we get? What exploitation scenario and strategy is most suitable and how should we reject the ones that we decide not to pursue? Tom Flanagan |
| 10:45 - 11:15 | Coffee Break |
| 11:15 - 12:30 | Patenting: what you should know An introduction to the what and when of patenting academic findings and the key decision points along the way. Laura Spinardi |
| 12:30 - 13:30 | Lunch |
| 13:30 - 14:15 | Case Study Technology evaluation and evaluation of commercialisation strategy. Course Team |

WEDNESDAY

22 JANUARY

14:15 - 15:45

Software business models

Examples of how to get your academic software-related inventions to the market.

Robert Harrison

15:45 - 16:15

Coffee Break

16:15 - 17:15

Introduction to licensing

This session offers a general introduction to the what, why and how of licensing and addresses some of the common matters you need to take into consideration when negotiating a licensing deal.

Laura Spinardi

17:15 - 18:30

Licensing exercise

Laura Spinardi

19:00

Networking Dinner



THURSDAY

23 JANUARY

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- 8:30 - 10:00 **Technology transfer through research collaborations**
More than 95% of the knowledge transfer from academia to industry takes place in your day-to-day research collaborations. Learn more about the expectations of industry and academia when setting up a research collaboration. Learn more about the expectations of industry in this exercise.
[Laura Spinardi](#)
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- 10:00 - 10:30 **Coffee Break**
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- 10:30 - 11:45 **Introduction to academic spin-offs**
This session will provide a basic overview of the different steps needed to create an academic spin-out covering topics such as: bringing the right team together, valuing the technology and writing a business plan.
[Tom Flanagan](#)
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- 11:45 - 12:45 **Spin-out:** Real life stories from KU Leuven
Starting a business from an academic finding from the KTO perspective: the dos and don'ts for a KTO in the spin-out process.
[Paul Van Dun](#)
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- 12:45 - 13:45 **Lunch**

THURSDAY

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13:45 - 15:00

Basics of spin-off financing

This session will zoom in on early-stage financing of academic spin-outs covering business model development, financing stages, equity, valuation and attached rights.

Wim Bens

15:00 - 15:30

Coffee Break

15:30 - 17:00

Case study academic spin-off (pre-reading required)

Defining an acceptable and fair proposal for all involved: direct/indirect, internally and partners, including distribution between university, inventors and investors.

Wim Bens

17:00 - 17:45

Case study feedback and discussion

Wim Bens



FRIDAY

24 JANUARY

9:00 - 10:15

Negotiation tactics: theory and practice

In this session we discuss the essential theory behind negotiations and some basic tools for planning and carrying out negotiations in order to make them less daunting and more effective.

Robert Marshall

10:15 - 10:30

Introduction to negotiation case study

Robert Marshall

10:30 - 11:00

Coffee Break

11:00 - 12:30

Case study: negotiation

Robert Marshall

12:30 - 12:45

Course summary and wrap-up

Course Team

12:45 - 13:45

Lunch

COURSE END