

2020 國際技術移轉經理人線上培訓課程

(Registered Technology Transfer professional, RTTP)

透過同步線上課程與互動演練，學習系統性技術商業化流程，
讓技轉新手團隊開創技轉實績！

資策會科法所 聯合 牛津大學 Oxentia 助國內產學技轉人才取得RTTP國際認證

課程

Technology Transfer:
Theory to Practice

時間

6月18日(四) 14:00-18:00、
6月19日(五) 14:00-18:00、
6月22日(一) 14:30-18:00、
6月23日(二) 14:30-18:00、
為期4天。

名額

名額限 45 位
請於報名5日內繳費

費用

新台幣19,000元

認證

RTTP 15 學分認證
Oxentia 課程認證

報名

即日起至6月10日止

Day 1 Topics

Knowledge Exchange and Commercialisation (KEC)

Intellectual Property (IP)

Project Management and Evaluating Technology-
Based Projects

Day 2 Topics

Licensing

Spin-outs

Sourcing Innovation

Day 3 Topics:

Technology Valuation

Marketing Technology

Business Models

Day 4 Topics:

Negotiation Exercise

New Venture Funding and Pitching for Investment

注意事項

- 本課程為同步線上課程，請確保課程時段在網路連線通暢之場所(建議頻寬2.5mbps上傳/下載)，並配有麥克風與鏡頭等用於線上互動之設備。
- 本課程將提供線上課程操作說明，課程時段也有人員在線提供軟體操作方面的協助。
- 本課程有英文講師與中文講師，英文講師以英文授課的部份，會由中文講師提供段落中文翻譯。
- 費用包含課程教材，將於課程開始前寄送至指定地址。
- 課程中均不開放拍照/錄音/錄影。須全程出席參加課程，才可得到相關證書。報名人數30人以下將不開課。
- 主辦單位保有課程調整的權利，以官網公告內容為主。
- 諮詢專線：02-6631-1106羅育如組長
02-6631-1062方玟蓁研究員

報名網址



Technology Transfer: Theory to Practice

Understand and engage with
the fundamental aspects of the
Knowledge Exchange and
Commercialisation process



課程安排 Day1 (4 hours) - 18 Jun

| Time / Trainer | Activity | Trainer |
|-------------------------------------|---|------------------------|
| 14:00-14:15 TW / 07:00-07:15 UK | Introduction and Course Overview | Ya-hsin Shen |
| 14:15-15:30 TW / 07:15-08:30 UK | Intellectual Property (IP) | Ya-hsin Shen |
| 15:30-15:40 TW / 08:30-08:40 UK | Break | |
| 15:40-16:40 TW / 08:40-09:40 UK | Knowledge Exchange and Commercialisation (KEC) Re-cap in Chinese | Michael Mbogoro |
| 16:40-17:30 TW / 09:40 -10:30 UK | Project Management and Evaluating Technology-Based Projects Re-cap in Chinese | Richard Johnson |
| 17:30-18:00 TW / 10:30-11:00 UK | Group exercise: Evaluating an invention Re-cap in Chinese | Richard Johnson |

Day 1 Topics

Outcomes:

Knowledge Exchange and Commercialisation (KEC)

- T1. KEC's role in delivering a knowledge economy
- T2. Technology Transfer (TT) and Knowledge Exchange (KE) structures
- T3. An overview of key TT and KT systems and processes

- O1 Understand KEC and TT within the framework of the knowledge economy
- O2 Build awareness of methods by which TT and KE can deliver innovation
- O3 Become cognisant of the importance of structure and process in managing the details of effective innovation

Intellectual Property (IP)

- T4. What is IP?
- T5. Can you and should you protect using IPRs?
- T6. What are the evaluation tools to assist decision making?

- O4. Appreciate the complexity of IP and the patenting process
- O5. Be aware of the resource and strategic implications of patenting
- O6. Stimulate ability to evaluate beyond technical evaluation criteria

Project Management and Evaluating Technology-Based Projects

Practical Exercise: Invention Triage

- Delegates work individually or in small groups to discuss a scenario where a medical sciences researcher has supplied limited information about an invention and left the country for two months.
- Delegates' job is to evaluate the invention to determine whether the project is worth commercializing.
- Trainers provide structured guidance and evaluation criteria to assist delegates in developing solutions.

課程安排 Day 2 (4 hours) - 19 Jun

| Time / Trainer | Activity | Trainer |
|---|---------------------------------------|------------------------|
| 14:00-15:00 TW / 07:00-08:00 UK | Licensing | Ya-hsin Shen |
| 15:00-15:10 TW / 08:00-08:10 UK | Break | |
| 15:10-17:00 TW / 08:10-10:00 UK | Spin-outs Re-cap in Chinese | Michael Mbogoro |
| 17:00-18:00 TW / 10:00-11:00 UK | Sourcing Innovation | Janice Ng |

| Day 2 Topics | Outcomes: |
|---|--|
| Licensing T7. An overview of the licensing process T8. Decisions around the circumstances in which licenses are appropriate T9. What is required of licensor and licensee | O7. Understand of the purpose of licensing O8. Build awareness of the nature and dynamics of partnerships that support licensing O9. Build knowledge of partner needs in the license process |
| Spin-outs T10. Deciding when to spin-out T11. Basics of the spin-out process T12. Risks and rewards | O10. Build essential understanding that can inform any proposal to create a new company Practical exercise: a spin-out case study. |
| Sourcing Innovation T15. Engaging with academics and researchers T16. Streamlining the process of invention disclosure T17. Lighthouse model and technology audits | O13. Appreciate the sensitivities that surround the process of identifying promising new technologies and business ideas O14. Build understanding of which innovation sourcing strategies are best deployed in various institutional contexts |

課程安排 Day3 (3.5 hours) - 22 Jun

| Time / Trainer | Activity | |
|--|--|-----------------------|
| 14:30-15:30 TW / 07:30-08:30 UK | Technology Valuation | Ya-hsin Shen |
| 15:30-16:00 TW / 08:30-09:00 UK | Marketing Technology Re-cap in Chinese | Lauren Sosdian |
| 16:00-16:10 TW / 09:00 -09:10 UK | Break | |
| 16:10-18:00 TW / 09:10-11:00 UK | Business Models | Janice Ng |

| Day 3 Topics: | Outcomes: |
|---|---|
| Technology Valuation T13. The difficult and uncertain process of valuing IP and why it is important T14. Different valuation techniques | O11. Understand the importance of valuation of new technologies and new companies O12. Develop skills in identifying and utilising the most appropriate valuation techniques |
| Marketing Technology T18. Functional analysis of technologies T19. End user and customer needs | O15. Be able to analyse technologies in context of finding customers O16. Gain practical experience of analysing end user needs |
| Business Models T20. Business models and business modelling T21. Tools and frameworks for business modelling T22. Costs, revenues, key partners, customers, channels, value propositions. | O17. Understand the essential components of a business model O18. Gain proficiency in use of planning tools such as the Business Model Canvas |

| Time / Trainer | Activity | Trainer |
|------------------------------------|---|------------------------------------|
| 14:30-15:00 TW / 07:30-08:00 UK | Negotiation Exercise briefing | Ya-hsin Shen |
| 15:00-16:20 TW / 08:00-09:20 UK | Negotiation Exercise Group exercise: licensing a medical device | Janice Ng+ Ya-hsin Shen |
| 16:20-16:30 TW / 09:20-09:30 UK | Break | |
| 16:30-18:00 TW / 09:30-11:00 UK | New Venture Funding and Pitching for Investment Re-cap in Chinese | Nathan Pike |

| Day 4 Topics: | Outcomes: |
|---|---|
| <p>Negotiation Exercise</p> <p>T23. Negotiating Strategies</p> <p>Training Methods</p> <p>Split delegates into 2 groups. One group works on licensee/company perspective, the other licensor/university perspective with both roles of TTO and academic.</p> <p>Trainers provide negotiation structure and key points to prioritize.</p> <p>In first round, trainers work with delegates in their respective groups to identify strategy and key roles within their groups.</p> <p>In second round, delegates further develop plans and ideas in response to feedback received in the earlier round.</p> <p>Trainers facilitate negotiation conclusion and provide learning points and highlights observed from the groups.</p> | <p>O19. Understand that good negotiation strategies improve innovation outcomes and are critical to achieving technology deals</p> <p>O20. Appreciate the tensions involved when taking on the role of a licensor (technology transfer staff representing researchers) vs a licensee (company).</p> |
| <p>New Venture Funding and Pitching for Investment</p> <p>T24. Options for raising investment funds</p> <p>T25. Types of investors</p> <p>T26. Managing the investor process</p> <p>T27. Developing effective pitches.</p> | <p>O21. Develop awareness of options for obtaining early stage finance</p> <p>O22. Understand key decision making criteria of different types of investors</p> |