

2020國際技術移轉經理人線上培訓課程 (Registered Technology Transfer Professional, RTTP)

活動訊息

活動內容說明

全球知識經濟日新月異產技術研究蓬勃發展，技術進出口日趨頻繁。此外，在各類技術、研發成果等重要智財保護及商業化的議題下，國際型技術移轉人才的需求擴大，身為我國技術創新源頭之學研單位，希望透過同步接軌國際技術交易模式，幫助國內技術鏈結國際，加速整合全球創新技術。

2018年資策會聯合英國牛津大學技轉顧問公司OXENTIA，引進了國際技轉人才認證制度，第一屆課程主題為研發成果估值(valuation)，共有30位產學研學員獲得RTTP認證學分，課程廣獲好評；2019年除了延續OXENTIA的課程外，還聯合了美國大學技術經理人協會ATUM，共同為我國參與研發果商業化相關人員，提供一系列國際認證課程。

為回應各界熱烈迴響，今年資策會再度與OXENTIA合作，引進「技術移轉：理論到實務」課程，幫助產學技轉相關人員獲得國際技術移轉經理人認證(RTTP)。

RTTP培訓課程的重點在於啟發式教學，透過課程模擬個案之實際演練，以提升實戰能力。本課程期許幫助完訓學員未來皆能貫通知識、落地運用、拓展技術，以促進研發成果進入市場，促進產業蓬勃發展！

檔案下載：[活動DM](#)

課程名稱：**Technology Transfer: Theory to Practice**

活動時間：

2020.06.18(四) 14:00-18:00

2020.06.19(五) 14:00-18:00

2020.06.22(一) 14:30-18:00

2020.06.23(二) 14:30-18:00

為期4天

活動議程：

Day 1 (4 hours)

Time	Activity
14:00-14:15 Ya-hsin Shen	Introduction and Course Overview
14:15-15:30 Ya-hsin Shen	Intellectual Property (IP) Topics: T4. What is IP? T5. Can you and should you protect using IPRs? T6. What are the evaluation tools to assist decision making? Outcomes: 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
15:30-15:40	Break
15:40-16:40 Michael Mbogoro	Knowledge Exchange and Commercialisation (KEC) Re-cap in Chinese Topics: 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 Outcomes: 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
	Project Management and Evaluating Technology-Based Projects Re-cap in Chinese Practical Exercise: Invention Triage

16:40-17:30 Richard Johnson	<ul style="list-style-type: none"> 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.
17:30-18:00 Richard Johnson	Evaluation Exercise Group exercise: Evaluating an invention Re-cap in Chinese

Day 2 (4 hours)

Time	Activity
14:00-15:00 Ya-hsin Shen	Licensing Topics: 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 Outcomes: 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
15:00-15:10	Break
15:10-17:00 Michael Mbogoro	Spin-outs Re-cap in Chinese Topics: T10. Deciding when to spin-out T11. Basics of the spin-out process T12. Risks and rewards Outcomes: O10. Build essential understanding that can inform any proposal to create a new company Practical exercise: a spin-out case study.
17:00-18:00 Janice Ng	Sourcing Innovation Topics: T15. Engaging with academics and researchers T16. Streamlining the process of invention disclosure T17. Lighthouse model and technology audits Outcomes: 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

Day 3 (3.5 hours)

Time	Activity
14:30-15:30 Ya-hsin Shen	Technology Valuation Topics: T13. The difficult and uncertain process of valuing IP and why it is important T14. Different valuation techniques Outcomes: O11. Understand the importance of valuation of new technologies and new companies O12. Develop skills in identifying and utilising the most appropriate valuation techniques
15:30-16:00 Lauren Sosdian	Marketing Technology Re-cap in Chinese Topics: T18. Functional analysis of technologies T19. End user and customer needs Outcomes: O15. Be able to analyse technologies in context of finding customers

	O16. Gain practical experience of analysing end user needs
16:00-16:10	Break
16:10-18:00 Janice Ng	Business Models Topics: T20. Business models and business modelling T21. Tools and frameworks for business modelling T22. Costs, revenues, key partners, customers, channels, value propositions. Outcomes: O17. Understand the essential components of a business model O18. Gain proficiency in use of planning tools such as the Business Model Canvas

Day 4 (3.5 hours)

Time	Activity
14:30-15:00 Ya-hsin Shen	Negotiation Exercise briefing Topics: T23. Negotiating Strategies Outcomes: O19. Understand that good negotiation strategies improve innovation outcomes and are critical to achieving technology deals O20. Appreciate the tensions involved when taking on the role of a licensor (technology transfer staff representing researchers) vs a licensee (company).
15:00-16:20 Janice Ng + Ya-hsin Shen	Negotiation Exercise Group exercise: a medical device Re-cap in Chinese Training Methods <ul style="list-style-type: none"> Split delegates into 2 groups. One group works on licensee/company perspective, the other licensor/university perspective with both roles of TTO and academic. Trainers provide negotiation structure and key points to prioritize. In first round, trainers work with delegates in their respective groups to identify strategy and key roles within their groups. In second round, delegates further develop plans and ideas in response to feedback received in the earlier round. Trainers facilitate negotiation conclusion and provide learning points and highlights observed from the groups.
16:20-16:30	Break
16:30-18:00 Nathan Pike	New Venture Funding and Pitching for Investment Re-cap in Chinese Topics: T24. Options for raising investment funds T25. Types of investors T26. Managing the investor process T27. Developing effective pitches. Outcomes: O21. Develop awareness of options for obtaining early stage finance O22. Understand key decision making criteria of different types of investors

- ※ 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(YS標記時段)，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。

對象說明

參與研發成果商業化流程之相關人員，限**45**名。

舉辦地點

線上課程

交通資訊

線上課程

報名費用

新台幣19,000元。

繳費方式請參閱[繳費資訊](#)。

本活動僅提供ATM轉帳及匯款方式

活動聯絡資訊

(02)6631-1062 方研究員

(02)6631-1106 羅組長

報名注意事項

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3. 本課程有英文講師與中文講師，教材內容主要為英文，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。
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