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Technology Commercialization:

An Integrated, International Perspective

Baia Mare, November 8-9, 2004

Project supported by ***info*Dev** through the Grant Agreement **Grant #: III-013**

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Technology Commercialization: An Integrated, International Perspective
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Workshop Schedule

Dr. Norman Kaderlan and Dr. Steve Nichols

Day 1:

10:00 **Introduction**
Participant introductions and an overview of the workshop; biases of the instructors

10:45 **A framework for research, innovation, and commercialization**
- Why commercialization is important
- An integrated model of research and innovation; elements of the model
- The role of the university, incubators, and other elements of the entrepreneurial ecosystem

11:30 **The process of technology commercialization**
- How research design and product development relate to commercialization
- Overview of the commercialization process model
- Key issues of commercialization and critical bridging activities
- Identify a technology or product and define where it is in the process, and develop a brief description of their technology.

1:00 Working Lunch

2:00 **The process of commercialization (continued)**

6:00 Adjourn

Day 2:

8:30 **Technology Assessments**
- Conducting an assessment of the commercialization potential of an early-stage technology
- Marketing research for technology assessments

10:00 **Intellectual Property Protection**
- Basic concepts of intellectual property protection: patents, trademarks, copyrights, and trade secrets

Noon **Strategies for commercialization**
- Alternative strategies for commercialization
- Key issues in internationalization and partnering.

1:00 Lunch

2:00 **Technology transfer at universities: an international perspective**
- Technology transfer practices within a university setting
- International practices in technology transfer

4:00 **Concluding session**

5:00 Adjourn

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Technology commercialization, the process of converting knowledge into products and services, is a highly effective way to move ideas from the mind—or the laboratory—to the wider world. It plays an important part in an integrated regional or national approach to research and innovation. And it can be an important driver of economic development.

A primary source of new technology is the university, where the creation of new knowledge is a primary goal. Such knowledge has intrinsic intellectual value and potentially significant broader benefits to society. But to have social and economic impact beyond the academic community, additional value may need to be created. Commercialization is the process through which such additional value is added.

Drawing on the most successful current practices internationally, this intensive, interactive, practical two-day workshop will describe the commercialization process and examine what it takes to make it work and generate economic growth. It is designed for inventors, entrepreneurs, incubator managers and staff, and individuals in research institutions, universities, and corporations who need a basic understanding of the basic concepts of successful commercialization of a technology. Participants will learn

- Why commercialization is important
- The elements of an integrated process research and innovation and how they work together
- How an idea gets from the mind and the lab to the wider community
- How value is added through the commercialization process
- The fundamentals of intellectual property protection and related strategies
- How to communicate the essence of a technology
- How to locate a technology in the commercialization process
- Successful commercialization strategies based on current practice in the U.S., Europe, and Asia
- Successful current practice in technology transfer at universities internationally

The benefits of the program to participants include:

- Understanding how the commercialization process works to develop value
- Understanding how each element of the process works with other elements
- Practical recommendations for improving the process
- How to avoid the potential conflict between publication and preserving intellectual property protection
- Having more options for getting ideas out from the laboratory into the wider community
- Having more options for getting a return for the value of the knowledge created
- Understanding what options are available for commercializing technologies

Instructors

Norman Kaderlan, Ph.D., is President of Technology Innovation Group, Inc., an organization that assists individuals, companies, institutions, and communities convert intellectual property to wealth. He also designed and teaches "The Enterprise of Technology", a graduate course at the University of Texas at Austin that is cross-listed in the Colleges of Engineering, Natural Science, Pharmacy, Law, and Business. Prior to that, he was Associate Director of Non-Degree Educational Programs for IC^2 Institute at the University of Texas at Austin. Previously he was Director of IC^2's Austin Technology Incubator, a nationally recognized facilitator of new venture technology companies.

As a management consultant, Dr. Kaderlan has assisted clients ranging from new ventures to Fortune 500 companies. He has more than twenty years experience in successfully managing a variety of entrepreneurial organizations and programs at the local, regional, and national level. He is author of *Designing Your Practice* (McGraw-Hill, 1991) and co-authored *Connective Planning* (McGraw-Hill, 1993), with Morris D. Verger, and has had articles published in numerous national periodicals.

Previously he was on the faculty at Pepperdine University's Graziadio School of Business and Management, and he has taught at the UCLA Graduate School of Management, and UCLA Extension. He holds a doctorate in management from the University of Wisconsin–Madison.

Steven P. Nichols is a leader in intersection of public sector and private partnerships. Both a professional engineer and an attorney, he has held several administrative posts at the University of Texas at Austin. As Associate Vice President of Research for Technology Commercialization, he supports the commercialization of the knowledge base of The University of Texas at Austin and supervises the activities of the Office of Technology Licensing and Intellectual Property. He also serves as the Director of the Clint Murchison Chair of Free Enterprise, where his focus is on creating and nurturing a culture of technology innovation, creativity, leadership, and entrepreneurship in the College of Engineering.

Dr. Nichols' non-academic experience includes founding an engineering consulting firm that provided consulting to industrial concerns and other organizations (such as the Department of Energy), particularly in the power sector. In addition his PhD in Mechanical Engineering, Dr. Nichols holds a Doctor of Jurisprudence degree, (both from the University of Texas at Austin) and has legal experience involving litigation in product liability and intellectual property.

Additionally, Dr. Nichols has published numerous articles and organized many conferences involving the crossroads of engineering and science with entrepreneurship.