

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) 14:00-17:30、
6月22日(一) 14:00-18:00、
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

Day 3 Topics:

Technology Valuation

Sourcing Innovation

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





OXENTIA

Oxford's Global
Innovation Consultancy



財團法人資訊工業策進會
INSTITUTE FOR INFORMATION INDUSTRY



講師簡介

Brief Bio

Director of Training and Higher Education **Nathan Pike**



20 years +

- Higher education strategy, research, knowledge exchange, innovation and commercialisation
- Biological scientist



Experience



Oxentia



Higher Education
Academy



University of
Oxford



Université Pierre
et Marie Curie



ENS



Education



PGDip
University of
Oxford



PhD
University of
Cambridge



MSc, BSc
University of
Sydney

Ya-hsin Shen 沈亞欣



Senior Consultant, Oxentia



- 10+ years experience in biotech and healthcare, engineering, and ICT and software innovation and technology management
 - Technology evaluation and commercialisation work in Europe, Asia & Latin America
 - Background in technology transfer and TTO policy, innovation best practice for corporates
- Sector specialism in Technology Commercialisation, Accelerator and Entrepreneurship, and Training

Education

MBA



MSc



NCTU

BSc



NTU

Experience



中央研究院
ACADEMIA SINICA

Technology Transfer: Theory to Practice

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



Online Training



課程安排 Day1

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 <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.

課程安排 Day2, Day3

Day 2 Topics		Outcomes:	
Licensing			
T7.	An overview of the licensing process	O7.	Understand of the purpose of licensing
T8.	Decisions around the circumstances in which licenses are appropriate	O8.	Build awareness of the nature and dynamics of partnerships that support licensing
T9.	What is required of licensor and licensee	O9.	Build knowledge of partner needs in the license process
Spin-outs			
T10.	Deciding when to spin-out	O10.	Build essential understanding that can inform any proposal to create a new company
T11.	Basics of the spin-out process	Practical exercise: a spin-out case study.	
T12.	Risks and rewards		
Day 3 Topics:		Outcomes:	
Technology Valuation			
T13.	The difficult and uncertain process of valuing IP and why it is important	O11.	Understand the importance of valuation of new technologies and new companies
T14.	Different valuation techniques	O12.	Develop skills in identifying and utilising the most appropriate valuation techniques
Sourcing Innovation			
T15.	Engaging with academics and researchers	O13.	Appreciate the sensitivities that surround the process of identifying promising new technologies and business ideas
T16.	Streamlining the process of invention disclosure	O14.	Build understanding of which innovation sourcing strategies are best deployed in various institutional contexts
T17.	Lighthouse model and technology audits		
Marketing Technology			
T18.	Functional analysis of technologies	O15.	Be able to analyse technologies in context of finding customers
T19.	End user and customer needs	O16.	Gain practical experience of analysing end user needs
Business Models			
T20.	Business models and business modelling	O17.	Understand the essential components of a business model
T21.	Tools and frameworks for business modelling	O18.	Gain proficiency in use of planning tools such as the Business Model Canvas
T22.	Costs, revenues, key partners, customers, channels, value propositions.		

課程安排 Day4

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>