

annual conference 2009

thursday 28 and friday 29 May

Best practices in transfer of science and technology

Ghent, Belgium



association of european science and technology transfer professionals



introduction

ASTP is pleased to invite you to its 9th Annual Conference to be held on the 28th and 29th of May in Ghent, one of the famous historical landmarks of Belgium, one of the first established industrial hub in Europe and birthplace of Charles Quint.

This year's annual conference theme is **"Best practices in transfer of science and technology"**.

Behind this generic title we will address three important issues underlying our work as KTT professionals, namely **spinning out new start-ups, managing different expectations and raising to upcoming challenges**.

One of the most interesting but also difficult tasks is to manage efficiently the expectations of our various stakeholders. To provide a better insight in how to best deal with the researchers, the heads of the institution, the local government and the industry we have set up a specific track linked to these issues.

A dedicated track will also cover upcoming challenges such as commercialization in Arts and Humanities or the valuation of early stage technologies, among others. Instead of providing the unique solution (which does not exist), we aim at providing the necessary examples and specific cases to efficiently address those challenges in your day to day practice.

For all of you who are newer entrants to the field, or would like to fresh up some items, we are also providing an introductory track which will focus on spinning out new start-ups, an important topic for all of us. Going through the different steps of spin-offs creation, we will benefit from insider's views

and advice on the details of the process.

Our two keynote speakers, Sara Pearson, the driving force behind Cadbury open innovation philosophy, together with Prof. Koenraad Debackere, vice chancellor of the K.U. Leuven University, previous director of its technology transfer office and leading expert in the academic fields related to knowledge and technology Transfer will enlighten us through inspiring talks.

The final plenary of the conference will be addressed to one of our now recurrent for/against debates. Is certification a good thing ? Do we have to get certified ? Will this add value to us as KTT professionals ? Through a draw based gameplay, three leading KTT professionals will confront in a lively discussion where the public will have the last word with a vote.

ASTP gratefully announces one scholarship for free attendance for this event, offered by INTEUM Company LLC. Please see the backside of this brochure or visit our website for the application conditions.

All this, together with ample opportunity to engage and network with the largest and most concentrated group of knowledge and technology transfer professionals in Europe at our highly praised social program, should convince you to join us in Ghent for a memorable event.

On behalf of the board and secretariat of ASTP, we look forward to seeing you there !

Laurent Miéville
president

Paul Van Dun
vice-president programming

thursday 28th of May

registration desk open from 8.15 am

opening plenary 9.00 – 10.30

Laurent Miéville, president ASTP, **opening**

Sas de Rouveroj, deputy mayor of the Port and Innovation of Ghent, Belgium, **welcome**

Sarah Pearson, Open Innovation Champion, Cadbury Plc, United Kingdom **Open innovation: silver bullet or business as usual?**

Everybody is talking about open innovation these days, but what does it mean in practice? A testimony from a large multinational of how and why they have implemented open innovation, and what it has really delivered so far. Implementing this strategy obviously has consequences for the relationship with the research partners involved: what is in it for them?

break 10.30 – 11.00

first parallel 11.00 – 12.30

I: Introductory track Spinning out

Moderator Kevin Cullen + Luc Kindt

1. When (not) to create a spin-off company

Thomas Doppelberger, director, Fraunhofer Venture Group, Germany

Spin-offs can be an ideal way of commercialising your technology, but in many situations they are created for the wrong reasons or with the wrong aspirations. How to decide when to go for the licensing or the spin-off route, and how far should you be engaged as TTO (hands on vs hands off)?

II: Core competences and perspectives in technology transfer

What do you want from us?

Moderator Karen Laigaard

1. Working with the researcher

Marc Zabeau, general manager UGhent TechTransfer, Ghent University, Belgium

Paul Shiels, senior lecturer in transplantation, department of surgery, University of Glasgow, United Kingdom

No technology transfer officer can do a good job without having a good relationship with the researchers, but establishing – and maintaining – such relationship is not easy. What do they actually need and how to make them buy in to your services? Does it really make a difference to have a good incentive scheme for inventors?

III: Challenges in technology transfer

Moderator Anna Maria Nuutila

1. Proof of concept schemes/funds revaluated

Rudy Dekeyser, managing director, VIB, Belgium

Eleanor Taylor, head of the proof of concept programme, Scottish Enterprise, United Kingdom

We all know the problem: interesting invention ... but not ready yet to be picked up by the market. Lots of different schemes and funds have been set up to bridge this gap: do they actually work? What are the recipes for success (or failure)? Can you make a profitable business out of POC-funding?

lunch 12.30 – 14.00

second parallel 14.00 – 15.15

**I: Introductory track
Spinning out**

Moderator Jörn Erselius + Luc Kindt

2. The business plan

Brian Horsburgh, director Glasgow Partnership, United Kingdom

A business plan can not only help you in setting out the strategy of your venture, but is essential for attracting investors. Nevertheless, quite some business plans are dreadfully written and contain the same – classical – wrong approaches. How to write a good business plan?

II: Core competences and perspectives in technology transfer

What do you want from us?

Moderator Kevin Cullen

2. The university government

Arundee Pradhan, president AUTM and director TTO Oregon Health & Science University, USA

Karen Laigaard, head of technology transfer, university of Copenhagen, Denmark

We are not only accountable to the researchers, but also to the university government, for who technology transfer often is just a tiny aspect in the big landscape of research and education. How to “survive” changes in university government, and make sure they are always on the right wavelength? Is it just a matter of setting expectations and keeping up to them, or is there more to it?

III: Challenges in technology transfer

Moderator Paul Van Dun

2. Valuation of technologies

Ashley Stevens, executive director technology transfer technology development office, senior research associate, ITEC school of management Boston University, USA
The valuation of the technology that we are commercializing is a complex matter: often not fully validated, sometimes dependent on technologies owned by third parties, no real valuation benchmarks available, etc. This session provides you with a comprehensive overview of the different valuation techniques, and their usefulness ... or the lack thereof.

break 15.15 – 15.30

third parallel 15.30 – 16.45

**I: Introductory track
Spinning out**

Moderator Anna Maria Nuutila + Luc Kindt

**3. Deal structuring (1)
Give me the money!**

Brian Horsburgh, director Glasgow Partnership, United Kingdom

Raising money has become a real challenge these days. Which kind of money provider is the most appropriate for your business, and how to approach him? How much should I raise in return for which consideration (equity, equity substitutes, ...)? Different strategies are discussed, as well as the risks they represent in the current financial environment.

II: Core competences and perspectives in technology transfer

What do you want from us?

Moderator Jörn Erselius

3. Working with industry

Mette Kirstine Agger, CEO 7TM Pharma A/S, Denmark

Paul Depuydt, CEO Alcatel-Lucent, Belgium

In this session industry representatives take the stand to tell us what they want from us. What are the tasks and responsibilities they want a TTO to assume – or what do they really don't want us to interfere with? And what are the biggest mistakes we tend to make in their view?

III: Challenges in technology transfer

Moderator Karen Laigaard

3. Commercialisation in the Arts & Humanities

Kirsten Refsing, dean Arts & Humanities, University of Copenhagen, Denmark

Do you still believe commercialisation and Arts & Humanities are incompatible? The speaker of this session will convince you of the opposite and evidence this by showing successful examples. We will also discuss what the best modus operandi is in interacting in the A&H: just copy and paste, or do you need a special approach in the A&H?

**16.50 – 17.20 general assembly (astp members only)
16.45 – 17.45 cocktail 18.45 conference dinner**

friday 29th of May

plenary 9.00 – 10.30

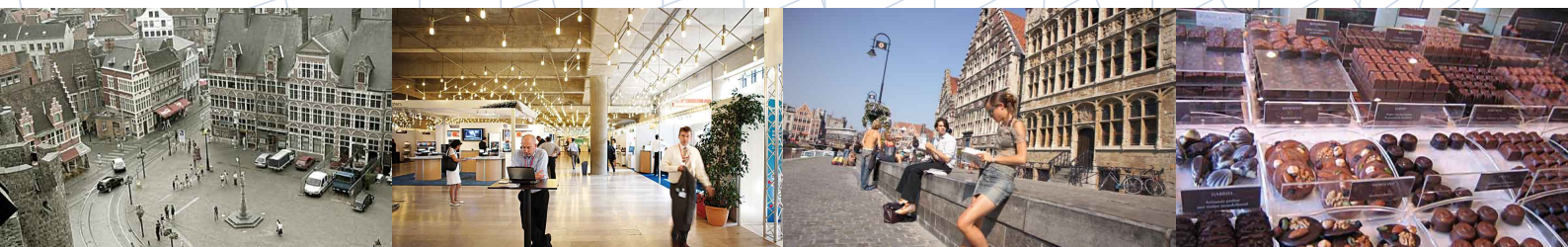
Moderator Karen Laigaard

Koenraad Debackere, general manager, Catholic University Leuven, Belgium

The role of universities and research institutes in 21st century innovation ecosystems

Innovation ecosystems have become the dominant design for the distributed R&D system of the 21st century. The presence of universities and research institutes in those ecosystems is now a fact. However, this fact creates new challenges on issues such as academic freedom, research productivity as well as the open dissemination of academic knowledge. Fears exist that too prominent a role for universities and research institutes in those ecosystems may undermine their fundamental values and outcomes: are these fears justified, and if so, how to alleviate them?

break 10.30 – 11.00



I: Introductory track**Spinning out**

Moderator Paul Van Dun + Luc Kindt

4. Deal Structuring (2)**Shareholder agreements****Anne Roucourt**, legal partner, Baker Tilly, Belgium

You thought the deal was done once the money is secured, but it appears some real hurdles are to be taken when negotiating the shareholders agreement. Our experienced speaker will guide you through voting agreements, board composition, tag along, drag along, pre-emption, liquidation preferences, anti-dilution protection, ... and a lot more!

II: Core competences and perspectives in technology transfer**What do you want from us?**

Moderator Laurent Mieville

4. Dealing with politics and government officials**Eleanor Taylor**, head of the proof of concept programme, Scottish Enterprise, United Kingdom

Arundee Pradhan, president AUTM and director TTO Oregon Health & Science University, USA
Sometimes we love them, sometimes we love them a little bit less ...: government officials and politics. As they too are subject to specific driving forces and motives, it is not always easy to keep them happy. How to create a truly effective alliance with them?

III: Challenges in technology transfer

Moderator Kevin Cullen

4. After the deal is closed**Brian Horsburgh**, director Glasgow Partnership, United Kingdom**Ashley Stevens**, executive director, technology transfer, senior research assoc., ITEC, Boston University, USA

It is often claimed that a very large percentage of licensees underpay royalties. Infringements, mixed products, transfer pricing adjustments, ...: they all can contribute to such underpayment. Do you already have a post deal follow-up strategy in place, or do you think you don't need it? How aggressive should/can we be as research institution, and what is the return of this part of the job?

Lunch 12.30 – 14.00

I: Introductory track**Spinning out**

Moderator Laurent Mieville

5. Case presentation**Luc Kindt**, executive director QAT Investments Group, Belgium

After the theory, now the practice! Elaborating the lessons learned in the previous sessions, a real life entrepreneur will guide you through one of his real life cases. In this workshop session, you will have the chance to learn in an interactive way.

II: Core competences and perspectives in technology transfer**What do you want from us?**

Moderator Richard Hudson, CEO and editor Science Business

5. So who's the boss? A role play**Paul Shiels**, senior lecturer in transplantation, department of surgery, University of Glasgow, United Kingdom**Kevin Cullen**, director Research & Enterprise, University of Glasgow, United Kingdom**Eleanor Taylor**, head of the proof of concept programme, Scottish Enterprise, United Kingdom**Jörn Erselius**, Managing Director Max Planck Innovation, Germany

Different stakeholders different opinions. Each of the four parties (professors, university government, industry, politicians/government officials) now have the opportunity to explain why they are the most important stakeholder. Let the audience decide 'who is our real boss'!

III: Challenges in technology transfer

Moderator Paul Van Dun

5. Databanks / tissue banks / ...: how to valorize them?**Riitta Suuronen**, professor & head regenerative medicine, University of Tampere, Finland**Victoria Blanc**, general manager US operations, Asterand PLC, USA

More and more data, samples, tissues, etc are collected, and they have become an interesting asset. These assets require a very specific approach for commercialisation (if they can be commercialised at all). What are the typical problems (informed consent, regulatory, legal) you encounter and how to solve them.

Break 15.15 – 15.30

Debate on Certification: pro or contra?

Moderator Richard Hudson, CEO and editor Science Business

Ashley Stevens, **Jeff Skinner**, **Laurent Mieville**

Certification is in the air! Various national and international organisms are currently discussing a possible certification of tech transfer officers. So what do we think about this topic ourselves? Do we perceive the current absence of any certification or "tech transfer diploma" as a deficiency, or is there no added value in being a certified tech transfer officer? And what can be the practical consequences if the certification becomes a fact? Join us in this plenary session for a lively debate involving leading practitioners who are keeping a finger on the pulse of this issue.

16.30 closure



social program

Wednesday 27 May 2009

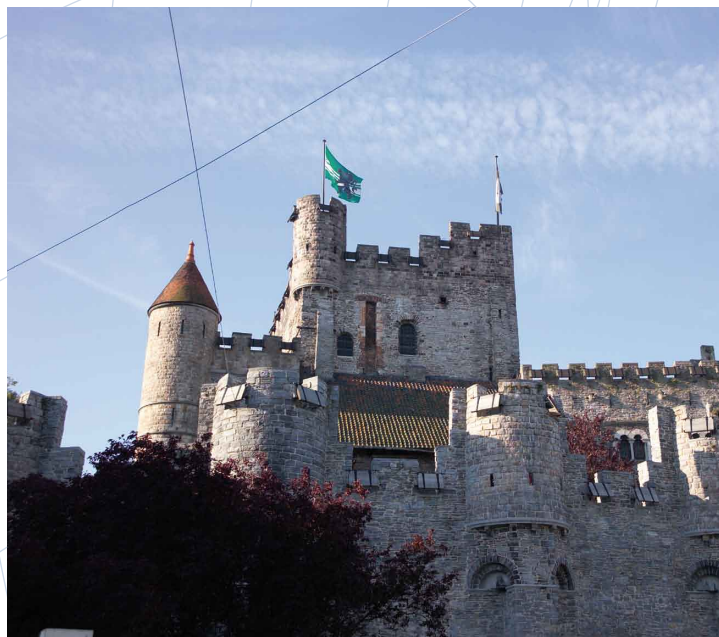
Social Program

The afternoon preceding the conference, ASTP offers an optional social program with a special boattrip in the famous harbour. The seaport of Ghent, with its rich history starting in the Middle Ages, has proven to be an important economic gateway to and from one of the most densely populated regions in Europe. It is an established industrial port, home to global leaders in the steel, automotive, forest products, chemical and energy industries and it also offers room for research and integrated biorefinery.

This social program starts approximately at 2 PM and ends around 6 PM with a welcome cocktail at the Town Hall.

Welcome cocktail

We are pleased to invite all delegates to join us on our welcome cocktail at 6 pm. We warmly welcome you to have a first acquaintance with each other directly after the social program of Wednesday afternoon. The cocktail will take place in the Pacification room of the Town hall, kindly offered to us by the city of Ghent.



Thursday, 28 May 2009

Joint Dinner

On Thursday evening our traditional conference dinner will be organized. The dinner will be held in "the Gravensteen," (the impressive castle of the counts) in the centre of Ghent. This castle of Ghent is the only one which survived the centuries more or less intact. This informal gathering in this special location will provide plenty of time for conversation and exchange of that experiences with the participants and speakers. Enjoy a medieval dinner in an original setting!

Our conference partners



general information

Date (Wednesday 27,) Thursday 28 & Friday 29 May 2009

Conference Venue ICC Gent, Van Rysselbergheplein, 2, Citadelpark - 9000 Gent, Belgium; Tel + 32 (0)9 242 89 08 - Fax + 32(0)9 242 89 01

Language English

Online Registration All participants who wish to attend the conference must register in advance. Delegates are requested to register online via our webshop <http://webshop.astp.net>. We offer the possibility to fulfil your registration fee directly online by credit card. They will be handled by Paypal and are free of charge. If you prefer to pay via the traditional way (by receiving a hard copy of the invoice and payment by bank wire) an administrative fee of € 25,- excl. 19% VAT will be calculated. The capacity of the conference is limited. Registrations will be handled in order of receipt. Please note that formal registration only takes place after receipt of the registration fee.

Registration Fee The registration-fee for participation of the ASTP conference is € 795,- for ASTP members and € 1095,- for non ASTP members. A special early bird fee is valid till the **1st of April 2009** (€ 695,- for members and € 995,- for non-members). Please visit our website www.astp.net for all other discounts (CEE countries, students, group discounts). All fees mentioned are excl. 19 % VAT. The fee includes admittance to the conference as well as extended conference documents, lunches and refreshments. **The fee must be paid in advance to participate.**

Inteum Company scholarship If you would like to apply for the scholarship, Inteum asks you to fill out an application form and write a short motivation how you should benefit from this scholarship. Please visit our website www.astp.net to download the form and to gain more information about the conditions for application.

Payment All payments must be made in € (EURO) and free of all bank and other charges. No personal or company cheques are accepted. The online credit card payments will be handled by Paypal and does not have any extra charges. If you prefer to pay via the traditional way (by receiving a hard copy of the invoice and payment by bank wire) an administrative fee of € 25,-, excl. 19% VAT will be calculated.

Cancellation In case you are unable to attend the conference, a substitute delegate is welcome to take your place without any extra costs, if he/she carries a letter of authorisation from the original participant. If you cancel **before the 1st of May 2009** an administration fee of € 95,- will be charged. **Please note that no refunds are possible after this date.**

ASTP Membership If you would like to register for this conference as an ASTP member and are currently not a member, we kindly ask you to apply for the membership via our webshop <http://webshop.astp.net>. As soon as your membership has been approved by the board, you will receive a confirmation letter for the membership. In the meantime you can already sign up for the conference.

Accommodation We have arranged discounts at several hotels in Ghent. We kindly like to refer to our website www.astp.net for an overview of the selected hotels with the discounts. It is advisable to book your hotel room as soon as possible!

Insurance The conference organisers do not accept any liability for personal injuries or for loss of and/or damage to personal belongings of the conference participants, either during or as a result of the conference. Please check the validity of your insurance.

Contact Please contact the conference management of ASTP for more information on registration and other logistical details.

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