

MAKING A DIFFERENCE THROUGH KNOWLEDGE TRANSFER

# ASTPPROTON Annual Conference

25-27 May 2016 | Copenhagen, Denmark

Hotel Scandic Copenhagen



Hosting partners:

The Danish National Network  
of Technology Transfer (DNNT)

**Danske Universiteter**  
*Universities Denmark*

[annualconference.astp-proton.eu](http://annualconference.astp-proton.eu)

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Conference hashtag: #astproac2016  
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Conference app: ASTP-Proton AC 2016  
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on [apps.appmachine.com/astprotonac2016](https://apps.appmachine.com/astprotonac2016)  
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KNOWLEDGE TRANSFER EUROPE

ASTP-Proton is the premier, pan-European association for professionals involved in knowledge transfer between universities, public research organizations and industry.

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# THANK YOU

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**Danske Universiteter**  
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ASTP-Proton is co-founder and member of:  **ATTP**  
ALLIANCE OF TECHNOLOGY TRANSFER PROFESSIONALS

# INTRODUCTION

Copenhagen, a cultural and economic hub for Scandinavia, with its prominent architecture, culture and culinary highlights, thrives on world-class design, innovative products, services and technology.

ASTP-Proton chose it for these, among so many other reasons, as location for the ASTP-Proton annual conference 2016.

For those who remain young at heart, Copenhagen is home to Eriksen's statue 'The Little Mermaid', from the fairy tale of Hans Christian Andersen, a story with which most of us grew up. Copenhagen is also the home to our Past President, Karen Laigaard, who enthusiastically supported that the meeting would be held there.

In Copenhagen, we will have three full days of discussions, learning and networking.

Wednesday will already be a very busy day for many of us. Beginning technology transfer professionals are invited to the Tech Transfer Primer course, while those with more experience will benefit from the three masterclasses in the fields of food, medical technology and the digital world. Along with these four sessions, the National Associations Advisory Committee meeting and the Forum for European Knowledge Transfer Directors will take place the same day.

If you're not yet familiar with Copenhagen, that will soon change with our traditional guided city tour, this year aptly named "the weird tour" – you'll find out why. All participants will then meet for drinks and finger food at the Welcome Reception in the wonderful City

Hall for the official opening of the conference. Thursday and Friday are filled with a rich and exciting programme under this year's theme "Making a Difference Through Knowledge Transfer". We will focus on key areas of our profession in three tracks under the headers managing resources, maximizing impact and mobilizing with industry.

Networking takes on a new meaning at the Knowledge Stock Exchange, where the contribution and engagement of our members are of primary importance, and at the Conference Dinner on Thursday, where you can expect not only a splendid dinner but some insights into ASTP-Proton's past and future, as presidency will change from Christian Stein to Marta Catarino.

Last but not least, please do not forget to join the General Assembly on Thursday at 17.00 just before the Conference Dinner, where you will create the future of the association through your decisions.

We thank the Danish National Network for Technology Transfer, and all the participants, contributors and speakers, hosting partners, organizers and sponsors for making this conference possible and a promising success.

Enjoy the conference and enjoy Copenhagen. Help us make a difference through knowledge transfer.

**Christian Stein**

President, ASTP-Proton

**Marta Catarino**

President-elect, ASTP-Proton

WEDNESDAY	12.30 - 15.30	NAAC Meeting Kosmopol's Conference Center, Fiolstræde 44, DK-1171 Copenhagen	
	13.00 - 16.00	TT Primer, Kosmopol's Conference Center, Fiolstræde 44, DK-1171 Copenhagen	
	13.00 - 17.00	Masterclass: Using digital tools, COBIS, Ole Maaløes Vej 3, DK-2200 Copenhagen	
	16.00 - 18.00	Guided tour   Meeting point: Lobby, Hotel Scandic Copenhagen	
	18.00 - 20.00	Welcome reception, Copenhagen City Hall	
	19.30 - 22.30	European forum for knowledge transfer directors, Location: Restaurant Cassiopeia, Gammel Kongevej 1	
THURSDAY	08.00	Registration desk open, Western lounge, Hotel Scandic Copenhagen	
	08.00 - 08.45	Morning meeting for newcomers, Room 16	
	09.00 - 10.30	Welcome and opening plenary session, Room 8 & 9	
	10.30 - 11.00	Coffee break, Western lounge, Hotel Scandic Copenhagen	
	11.00 - 12.30	First parallel session, Track 1 MANAGING RESOURCES Technology transfer agreements - a practitioners' and lawyers' perspective, Room 8	First parallel session, Track 2 MAXIMIZING IMPACT Demonstrating impact - best practice, Room 8
	12.30 - 13.30	Lunch, Western lounge, Hotel Scandic Copenhagen	
		Knowledge S...	
	13.30 - 15.00	Face-to-face meetings, Room 2	Information corner
	15.00 - 15.30	Coffee break, Western lounge, Hotel Scandic Copenhagen	
	15.30 - 17.00	Second parallel session, Track 1 MANAGING RESOURCES Beyond indicators - Peer review and benchmarking in technology transfer, Room 8	Second parallel session, Track 2 MAXIMIZING IMPACT 3, 2, 1 and lift off – Vent...
	17.00 - 18.00	General assembly (ASTP-Proton members only), Room 10 & 12	
	19.00 - 22.30	Conference dinner, Location: Langelinie Pavillon, Langelinie 10, 2100 Copenhagen	
FRIDAY	07.00	Morning run, Meeting point: Lobby, Hotel Scandic Copenhagen	
	09.00 - 10.30	Plenary session, Room 8 & 9	
	10.30 - 11.00	Coffee break, Western lounge, Hotel Scandic Copenhagen	
	11.00 - 12.30	Third parallel session, Track 1 MANAGING RESOURCES Clinical trials – Are you sure?, Room 8	Third parallel session, Track 2 MAXIMIZING IMPACT When design thinking meets...
	12.30 - 13.30	Lunch, Western lounge, Hotel Scandic Copenhagen	
	13.30 - 15.00	Fourth parallel session, Track 1 MANAGING RESOURCES Alternative Dispute Resolution (ADR), Room 8	Fourth parallel session, Track 2 MAXIMIZING IMPACT Tackling the challenges we face... and databas...
	15.00 - 15.15	Coffee break, Western lounge, Hotel Scandic Copenhagen	
	15.15 - 16.15	Final plenary and closing session, Room 8 & 9	

		12.30 - 15.30	WEDNESDAY
		13.00 - 16.00	
		13.00 - 17.00	
		16.00 - 18.00	
		18.00 - 20.00	
	0, 1610 Copenhagen	19.30 - 22.30	
		08.00	THURSDAY
		08.00 - 08.45	
		09.00 - 10.30	
		10.30 - 11.00	
Session, Track 2 BIG IMPACT practices to learn from, Room 9	First parallel session, Track 3 MOBILIZING WITH INDUSTRY The roles of university researchers in spin-outs, Room 10 & 12	11.00 - 12.30	
		12.30 - 13.30	
Stock Exchange Room 10 & 12	Initiative sharing, Room 14	13.30 - 15.00	
		15.00 - 15.30	
Session, Track 2 BIG IMPACT venture funding 101, Room 9	Second parallel session, Track 3 MOBILIZING WITH INDUSTRY Interdisciplinary collaboration between university and industry, Room 10 & 12	15.30 - 17.00	
		17.00 - 18.00	
		19.00 - 22.30	
		07.00	FRIDAY
		09.00 - 10.30	
		10.30 - 11.00	
Session, Track 2 BIG IMPACT business challenges, Room 9	Third parallel session, Track 3 MOBILIZING WITH INDUSTRY Challenges and chances in working with SMEs, Room 10 & 12	11.00 - 12.30	
		12.30 - 13.30	
Session, Track 2 BIG IMPACT in commercialization of software start-ups, Room 9	Fourth parallel session, Track 3 MOBILIZING WITH INDUSTRY Open Innovation – What's all the fuss about?, Room 10 & 12	13.30 - 15.00	
		15.00 - 15.15	
		15.15 - 16.15	

Wednesday, 25 May

## 12.30 - 15.30 NAAC meeting

Location: Kosmopol



Location address:

4th floor, Kosmopol's Conference Center, Fiolstræde 44, DK-1171, Copenhagen

All representatives of European national associations are invited to this meeting. The meeting will be chaired by Michel Morant, Vice President NAAC, ASTP-Proton.

Moderator: **Michel Morant**, General Manager, Interface Enterprises,  
University of Liege, Belgium | Vice President NAAC, Board, ASTP-Proton

## 13.00 - 16.00 TT Primer

Location: Kosmopol



Location address:

Ground floor, Kosmopol's Conference Center, Fiolstræde 44, DK-1171, Copenhagen

This workshop will give you an introduction to the various aspects of technology transfer and answer some of the key questions as well as give you a solid understanding of what success looks like for you in your job. Take this opportunity to learn from people who know what technology transfer is all about.

Trainer: **Karen Laigaard**, Director, TTO University of Copenhagen, Denmark |  
Member, Programming Committee, ASTP-Proton

## 13.00 - 17.00 Half-day masterclass

Location: COBIS



Location address:

COBIS, Copenhagen Bio Science Park, Ole Maaløes Vej 3, DK-2200 Copenhagen

**Masterclass: Using digital tools to help you source experts, promote and market yourself and your products** **Room: M6**

Trainer: **Alastair Banks**, Director, Optix Solutions Ltd, United Kingdom

Most of us know that we could and should be using social media to promote our technologies and find businesses who would like them. The whole 'business to business' social media space is in a huge state of flux with new means of getting information on markets and industries – and then targeting and reaching customers.

In this masterclass, we review the latest tools, techniques and platforms, and give you the chance to practice them with some of your own most promising technologies.



## Social programme

16.00 - 18.00

**Guided walking tour****Meeting point: Lobby, Hotel Scandic Copenhagen**

This special 'Weird Walk Tour' takes you on an interesting, mysterious and odd walk where you go behind what tourists normally see or are shown. During the tour, you will visit the oldest house in the city, the most "kinky" statue and hear the weirdest measurement. After this tour, you will know more about the city than even the 'Copenhageners' themselves. The tour will end at the welcome reception (Copenhagen City Hall).



18.00 - 20.00

**Welcome reception****Location: Copenhagen City Hall, Rådhuspladsen 1, 1599 Copenhagen**

Meet and network with your peers at the welcome reception the evening before the conference officially begins.

19.30 - 22.30

**European forum for knowledge transfer directors****Location: Restaurant Cassiopeia, Gammel Kongevej 10, 1610 Copenhagen****Topic: Re-structuring offices**

The most senior knowledge and technology transfer professionals and directors of K/TTOs are invited to network at director's level during this event. Are you a TTO Director? Engage in challenging discussions at this forum which includes a dinner and starts after the welcome reception.

Moderator: **Steven Tan**, Deputy Director, Innovation Exchange Amsterdam (IXA), The Netherlands | Vice President, Board, ASTP-Proton



## Introduction

Technology transfer professionals are leaders in the complex process of moving valuable discoveries from universities and other research centers into the marketplace. The Alliance of Technology Transfer Professionals (ATTP) confers the world-recognized Registered Technology Transfer Professional (RTTP) credential. RTTP status recognizes the accomplishments, roles, skills, knowledge, and deal-making expertise of technology transfer professionals.

## ATTP Associations

The Alliance of Technology Transfer Professionals (ATTP) comprises members of nine technology associations, listed below. Founding ATTP Associations — ASTP-Proton, AUTM, KCA and PraxisUnico — and the associations that have since joined ATTP: SNITTS, SARIMA, TechnologieAllianz, UNITT and USIMP.

## Mission ATTP

ATTP's mission is to unify, educate and strengthen the worldwide body of early-career, mid-career and senior practitioners in our industry, and support them in moving technology from research to the marketplace.

## Routes to registration

There are three routes to registration in order to support early, mid, and late career applicants:  
Route I – for anyone in the early to middle stages of a technology transfer career  
Route II – for mid-career (3-5 years) tech transfer professionals. Experience, training and qualifications are judged on a flexible case-by-case basis.  
Route III – for senior Technology Transfer practitioners with a demonstrated track record of achievement and contribution to the profession.

Visit the website of ATTP for full details and requirements of each route [www.attp.info](http://www.attp.info)

Next review dates: 21 July & 20 October 2016





## Public Research Organisation GRowing Europe through best practice SolutionS for Technology Transfer

PROGRESS-TT is a new three-year Horizon 2020 project to improve the capacity of Public Research Organisations (PROs), helping them to convert investment in research into commercial returns.

### Helping PROs commercialise knowledge

The aim of the project is to share the experiences of Europe's leading PROs with those with the greatest potential to commercialise their research results. It will do this by gathering best practices and developing a suite of technology transfer (TT) tools, methods and insights.

PROGRESS-TT brings together consortium partners with vast experience of technology transfer, capacity building and creating business solutions, skills invaluable in overcoming the barriers PROs face in transferring their technology to industry and commercial success.

### What it involves

The project offers a capacity building programme for PROs, Technology Transfer Offices (TTO) and their staff that includes:

- Training, workshops, boot-camps and e-learning delivered to emerging PROs and TT funds to develop their core skills.
- Intensive coaching and mentoring for high potential PROs to accelerate their TT activity.
- Improved access to finance by bringing established and emerging funds together to share best practice and identify cross-border opportunities.

### Partners:



To find out more about PROGRESS-TT and how your TTO could be involved, please contact Célia Gavaud: T: +39 389 0671277 E: [celia.gavaud@mitotech.eu](mailto:celia.gavaud@mitotech.eu) Twitter: @progresstteu  
[www.progresstt.eu](http://www.progresstt.eu)

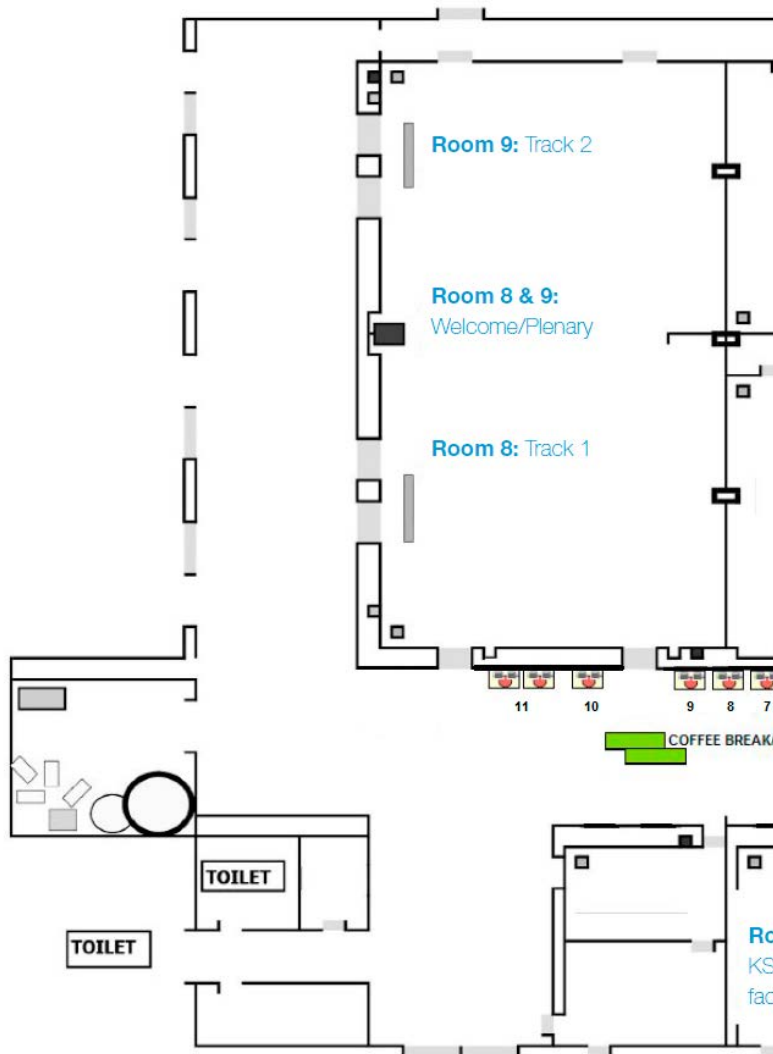


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 643486.

# FLOORPLAN and EXHIBITION AREA

Thursday & Friday, 26-27 May

Below is the floorplan of Hotel Scandic Copenhagen where the annual conference is taking place.

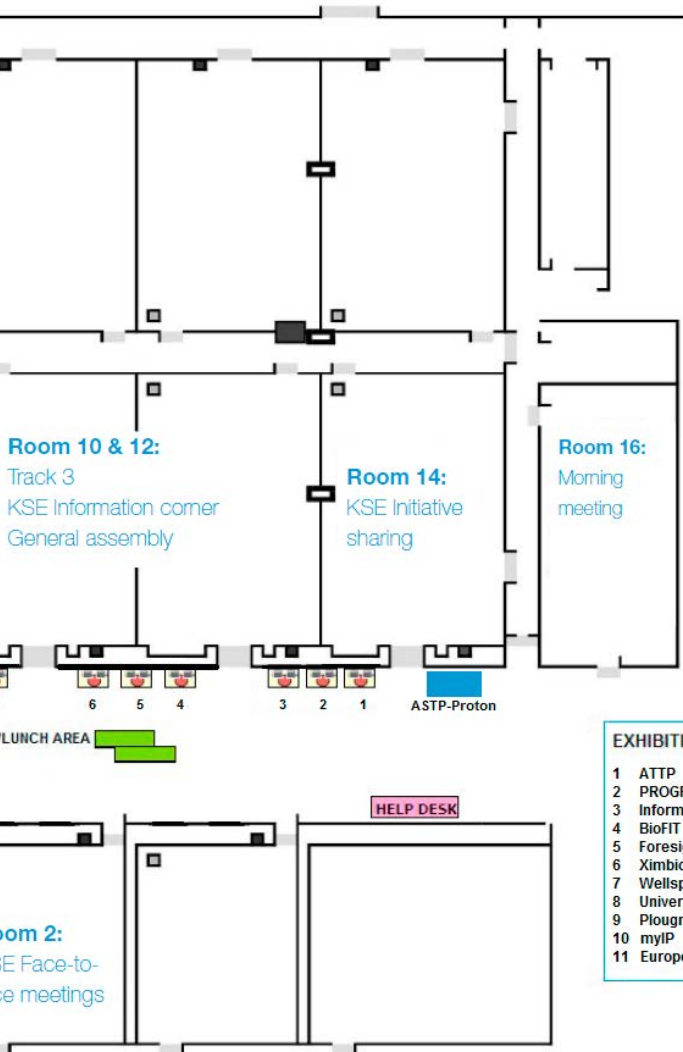


**Address:**

Vester Soegade 6  
1601 Copenhagen, Denmark

# FLOORPLAN and EXHIBITION AREA

Thursday & Friday, 26-27 May





# INVESTHORIZON

**Maximising entrepreneurs' chances of successfully obtaining funding, through training and direct access to key European investors.**

InvestHorizon is the Investment Readiness Programme designed to increase investments made in Innovative European SMEs through Investment Readiness development and Investor sensitization. Brought forward by 10 qualified and reliable partners, InvestHorizon offers a set of services and training across Europe, to investors and entrepreneurs, from start-up to mid-cap level.



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- 50 investments

For additional information: [investhorizon.eu](http://investhorizon.eu)

## Project Partners





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- Automatic patent translation to understand the information
- The proper training



[www.epo.org/searching](http://www.epo.org/searching)

- 08.00**      **ASTP-Proton registration**      **Western lounge**  
Registration desk opens. Pick up your badge at the ASTP-Proton desk.
- 08.00 - 08.45**      **Morning meeting for newcomers**      **Room 16**  
Is this your first time at an ASTP-Proton event? Are you a recent member of ASTP-Proton, or not yet a member but would like to become one? Join this morning meeting to know more about the association, learn how to make the best of your time at this event, and meet other newbies. We will make sure that you feel at home right away!

**9.00 - 10.30**      **Welcome and opening plenary**      **Room: 8 & 9**

**Opening**

**Christian Stein**, CEO, Ascenion GmbH, Germany | President, Board, ASTP-Proton

**Welcome from the Danish National Network of Technology Transfer (DNNT)  
Insights of knowledge transfer in the Danish ecosystem  
and from a European Commission perspective**

**Søren Frandsen**, Chief Advisor, Aarhus University, Chairman, Danish National Network of Technology Transfer (DNNT), Denmark

**Patrick McCutcheon**, Senior Policy Advisor, European Commission, Belgium

**Keynote speaker**

**Private-Public Partnerships - Food for thought**

**Henrik Jørgen Andersen**, Senior R&D Manager, Arla Foods Ingredients Group P/S, Denmark

The open innovation (OI) paradigm has emerged as a response to manage the increased amount of boundary-spanning knowledge flows in and out of the innovation process. However, most of the OI focus on business-to-business transactions while open innovation activities in public-private partnerships only is in its infancy with regard to exploit the full potential.

Universities are typically seen in the role of suppliers of knowledge without discussing other potential roles and objectives universities may have in OI partnerships, although they may also gain from these relationships as contributions to their educational and research activities.

This presentation will focus on challenges/experiences in establishing Private-Public Partnerships in order to cultivate an OI approach more equal to those known from business-to-business transactions together with some more recent initiatives taken to pursue the potential benefits in a closer collaboration with the academic world.



**What to expect during the Annual Conference****Marta Catarino**, Director, TecMinho, University of Minho, Portugal

| President-elect, Board and Chair, Programming Committee, ASTP-Proton

10.30 - 11.00

Coffee break

Western lounge

11.00 - 12.30

First parallel session

**Track I****Managing resources****Room: 8****Technology transfer agreements****- a practitioners' and lawyers' perspective****Massimiliano Granieri**, Vice President, MITO Technology, Italy | Vice President, Board, ASTP-Proton**Jürgen Walkenhorst**, Head, Life Sciences, PROvendis, Germany

Various types of agreements are typically being encountered along the path from academia to industry: MTAs, option and licence agreements – often in combination with collaboration agreements. TT agreements are complex algorithms that strive to reconcile technological opportunities with legal constraints, while keeping parties' interests aligned at all times of their relationship. The session will then shed some light on the practical use of tech transfer agreements, from both the legal and practitioner perspectives.

Which are the most important terms and conditions to get the most from your technology? How can agreements be structured in a balanced way, meeting the interests of both parties? Which are the contents you should pay more attention to so as not to have major headaches in the future?

Moderator: **Anita Nel**, CEO, Senior Director, InnovUS Technology Transfer, University of Stellenbosch, South Africa

**Track II****Maximizing impact****Room: 9****Demonstrating impact - best practices to learn from****Sean Fielding**, Director of Innovation, Impact and Business, University of Exeter, UK**Johan Blaus**, Project Manager, KTH Business Liaison, Sweden

Demonstrating impact can take many forms, including presenting success stories through impact reports but this is no longer sufficient. As technology transfer managers, we are asked to contribute to impact strategies in research proposals and thus need to think broader - especially if we intend to meet the challenge of demonstrating the impact of scientific fields such as SSHA.

In this session, we will build from the experience of our colleagues in the UK and Sweden who have been through the impact exercise and assess what the challenges are for those who are just embarking on this journey.

Moderator: **Sara Matt-Leubner**, Head of Transfercenter, University of Innsbruck, Austria | Immediate Past President and Member, Programming Committee, ASTP-Proton

## Track III

**Mobilizing with industry**

Room: 10 &amp; 12

**The roles of university researchers in spin-outs**

**Tom Hockaday**, CEO, Isis Innovation Ltd (2006-2016), UK

**Kristian Stromgaard**, Founder and CSO of Avilex Pharma, University of Copenhagen, Denmark

**Jacqueline Ameri**, Assistant Professor, The Danish Stem Cell Center, Faculty of Health Sciences, University of Copenhagen, Denmark

It is often said that university inventors should not become the CEOs of their own spin-outs. However, there is often no other obvious candidate, at least for the first few years of the spin-out's life. What can be done to (1) widen the pool of CEO material outside the university and (2) prepare our inventors for the role of, at least interim, CEO of their spin-out? In this session, we will share success stories and best practice cases and discuss how to give both the spin-out and the people behind it the best possible start.

Moderator: **Karen Laigaard**, Director, TTO University of Copenhagen, Denmark | Member, Programming Committee, ASTP-Proton

12.30 - 13.30 Lunch

Western lounge

13.30 - 15.00 Knowledge Stock Exchange (KSE)

**Face-to-face meetings**

Room: 2

Schedule private face-to-face meetings to share experiences and/or explore collaboration opportunities with other conference attendees.

13.30 - 13.45	Meeting 1
13.45 - 14:00	Meeting 2
14.00 - 14.15	Meeting 3
14.15 - 14.30	Meeting 4
14.30 - 14.45	Meeting 5
14.45 - 15.00	Meeting 6

Moderator: **Marc Legal**, President, PULSALYS, France  
| Vice President, Board, ASTP-Proton

**Information corner****Room: 10 & 12****(full description of presentations on page 32)**

Each 15-minute slot of the information corner consist of an interactive presentation using PowerPoint followed by a Q&A session with the audience. Attend the following company presentations, to get information on products/services that they are providing for your K/TTO, and learn more on opportunities offered by EU projects that ASTP-Proton is currently involved in.

- |               |  |
|---------------|--|
| 13.30 - 13.45 | Building Professionals' Capacity to Deliver Effective and Efficient Tech Transfer, Massimiliano Granieri, Project Coordinator, PROGRESS-TT |
| 13.45 - 14:00 | How to become an RTTP 'Registered Tech Transfer Professional Steven Tan, Vice President, Board, ASTP-Proton                                |
| 14.00 - 14.15 | Wellspring: The Simpler Way to Commercialize Technology Robert Lowe, CEO, Wellspring   |
| 14.15 - 14.30 | Technology transfer and patent information. Partners in innovation Nigel Clarke and Björn Jürgens, European Patent Office (EPO)            |
| 14.30 - 14.45 | INVENTORY.COM, Christopher Römer, Co-founder, inventory.com  |
| 14.45 - 15.00 | MedTech.Transfer & Partnering Day 2016 Linz, Austria Hans-Peter Huber, Business Upper Austria  |

Moderator: **Massimiliano Granieri**, Vice President, MITO Technology, Italy  
| Vice President, Board, ASTP-Proton

**Initiative sharing****Room: 14****(full description of talks on page 34)**

The initiative sharing is an interactive discussion held in an informal setting without PowerPoint presentations. Each slot of 15 minutes consists of 5 minutes to present the initiative and 10 minutes to discuss it with the audience.

- |               |   |
|---------------|---|
| 13.30 - 13.45 | Staying Afloat - how Micro-TTOs can best use their resources Tom Withnell, Technology Transfer Manager, University of Vienna, Austria   |
| 13.45 - 14:00 | Business scouting at University of Southern Denmark Ann Zahle Andersen & Lene Aarenstrup Nielsen Business Scout, University of Southern Denmark, Denmark  |
| 14.00 - 14.15 | Offering a formal Translational Postdoc Programme to use young PhD's in bridging the gap Anita Nel, CEO, Senior Director, InnovUS Technology Transfer, University of Stellenbosch, South Africa |
| 14.15 - 14.30 | Liege Creative: how to mix competencies from academia, industry and society for boosting creativity and innovation Michel Morant, General Manager, Interface Enterprises,                       |

14.30 - 14.45

University of Liege, Belgium | Vice President, Board, ASTP-Proton  
Festive weekend to foster start-up creation

14.45 - 15.00

Marc Legal, President, PULSALYS, France | Vice President, Board,  
ASTP-Proton

Project Portfolio Management

Anette Poulsen Miltoft, Head of Corporate Relations  
and Technology Transfer, Aarhus University, Denmark

Moderator: **Marta Catarino**, Director, TecMinho, University of Minho, Portugal  
| President-elect, Board and Chair, Programming Committee,  
ASTP-Proton

15.00 - 15.30

Coffee break

Western Lounge

15.30 - 17.00

Second parallel session

Track I

**Managing resources**

Room: 8

**Beyond indicators - Peer review and benchmarking in tech transfer**

**Ashley Stevens**, President, Focus IP Group, USA

**Sara Matt-Leubner**, Head of Transfercenter, University of Innsbruck, Austria |  
Immediate Past President and Member, Programming Committee, ASTP-Proton

This session is designed to assess the benefits of an external view of your TTO. Two common approaches will be discussed: (1) peer review which is the evaluation tool in science, and (2) benchmarking.

What are useful and accepted benchmarks to monitor our performance? How can benchmarking support our strategic planning and the management of resources? The tool of peer review is explored and presented by the "Critical friends" initiative of ASTP-Proton. How would a technology transfer expert look at a TTO and what are the critical issues of such a peer review?

Moderator: **Ruth Herzog**, Head TTO, German Cancer Research Center (DKFZ),  
Germany | Member, Programming Committee, ASTP-Proton

Track II

**Maximizing impact**

Room: 9

**3, 2, 1 and lift off - Venture funding 101**

**Louis Berneman**, Founding Partner, Osage University Partners, USA

**Søren Møller**, Managing Investment Director, Novo Seeds, Denmark

Start-ups via TTOs are on the rise. Are they fuelled to succeed or doomed at take-off? In this session, we will discuss the nature and role of venture funding and how

TTOs can attract such funds to leverage entrepreneurial ventures.

Experienced speakers will share their input on how to get started and how to make the cooperation survive through the different phases of the relationship.

Moderator: **Thomas Schmidt**, Manager, University of Southern Denmark, Denmark

### Track III

#### Mobilizing with industry

Room: 10 & 12

#### Interdisciplinary collaboration between university and industry

**Christoph Köller**, Managing Partner, Görden & Köller GmbH, Germany

This session will be in workshop format, addressing the challenges and opportunities of interdisciplinary projects between technical and non-technical disciplines. When designing an innovation project between university and industry, we, knowledge transfer professionals, often focus on the technology side, specifically from a certain area of competence in our university.

However, the company's objectives and expectations are in most cases best served with an interdisciplinary approach, not only bringing together different technology fields but also essential contributions from the social sciences and humanities.

Participants in this workshop will be encouraged to share different cases and lessons learnt, highlighting the challenges and opportunities and discussing how to improve such collaboration.

**17.00 - 18.00** General assembly (ASTP-Proton members only)

Room 10 & 12

**18.30** Conference dinner

Location: Langelinie Pavillon

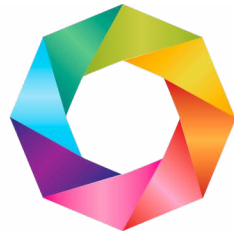
Location address: Langelinie Pavillon, Langelinie 10, 2100 Copenhagen

We will gather at the lobby of the Hotel Scandic Copenhagen. At 18.30, a bus will take us to the conference dinner. If you are arranging your own transport or are not joining the dinner, please inform us beforehand.

The dress code for the dinner is casual.

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Learn more at [wellspring.com](http://wellspring.com)



07.00

**ASTP-Proton morning run**  
**Meeting point: Lobby, Hotel Scandic Copenhagen**

Would you like to join? Please assemble at 07.00 at the lobby of the Hotel Scandic Copenhagen. The morning run will cover a distance of approximately 4.5 kilometres. We will be back at the Hotel Scandic Copenhagen around 7.30.

09.00 - 10.30 Plenary session

Room: 8 &amp; 9

**Making a difference through knowledge transfer:  
 Insights from the association, and from public and private perspectives**  
**Keynote speaker: Anna Haldrup**, Director of Research & Innovation, Carlsberg, Denmark

In the first part of this plenary session, the board and volunteers of ASTP-Proton will present an overview of the latest developments in the association, including new services and initiatives, the updated results of our Annual Survey, and other opportunities for our members in training, capacity building, networking and increased visibility and representation.

How can we further develop as knowledge transfer professionals? In what way can we be more involved in making a difference? Following this open discussion, our keynote speaker will illustrate how a knowledge transfer professional can implement change and make an impact both from the university and the private sector sides.

The keynote speaker has a blend of unique experiences. She has been Associate Professor, Head of Department and later Director of Research & Innovation within the University of Copenhagen. Today she is Director of Research Support with Carlsberg.

During her career, Anna Haldrup has been involved in major initiatives with a view of changing cultures, to provide better research services and to increase innovation and public-private collaboration. She will give us insight into the mind-set of the researchers and what motivates them, the university management and how to implement change within a complex organisation such as a university. She will also offer us insight into the private sector view on universities and what it takes to ensure a smooth collaboration.

In other words: probably the best start for a Friday morning!

Moderator: **Marta Catarino**, Director, TecMinho, University of Minho, Portugal |  
 President, Board and Chair, Programming Committee, ASTP-Proton



10.30 - 11.00 Coffee break

Western lounge

11.00 - 12.30 Third parallel session

## Track I

**Managing resources  
Clinical trials – Are you sure?**

Room: 8

**Bjørn Tore Gjertsen**, Professor, Department of Clinical Science, University of Bergen, Norway

**Siri Kolle**, Vice President Clinical, Inven2, Norway

Clinical trials are the backbone of all drug development. It is important, but also expensive and associated with many challenges and high risks. Both Public Research Organisations (PROs), their TTOs and the industry are familiar with this.

The future of smaller cohorts related to the anticipated drive towards personalized medicine introduces even further challenges. In this session, we will discuss how this work can be organized and what the implications of the new needs are.

Moderator: **Anette Poulsen Miltoft**, Head of Corporate Relations and Technology Transfer, Aarhus University, Denmark

## Track II

**Maximizing impact  
When design thinking meets business challenges**

Room: 9

**Chris Thompson**, Founding Partner, Viadynamics, UK

**Bettina Maisch**, Portfolio Manager Industrial Design Thinking, Siemens, Germany

There is an emergence of customer-centric approaches to innovation, where feedback is sought from customers/clients/users at an early stage of product development.

This maximizes the expected impact of innovation, but which creative tools are most useful to embed customer feedback in new business models and effective knowledge transfer?

Success stories will be shared by practitioners, showcasing how different fields of knowledge can contribute to gain deeper customer understanding.

Moderator: **Julie Sommerlund**, Associate Dean for External Relations, University of Copenhagen, Denmark

## Track III

**Mobilizing with industry**  
**Challenges and chances in working with SMEs**

Room: 10 &amp; 12

**Anton Habjanic**, Director, TechnoCenter, University of Maribor, Slovenia  
**Niels Maarbjerg Olesen**, Innovation Director, Aalborg University, Denmark

Most of us work in TTOs located in an environment where more than 90% of local industry consists of SMEs. Working with micro, small and medium-sized companies can be challenging, but we can not and do not want to avoid it.

So how can we make the best of it? In this session, we will invite two experts from two different countries to show us best practices in how to reach out to SMEs, how to establish sustainable networks, how to efficiently manage the collaboration, how to deal with IPR issues, etc. Let us mobilize with industry and innovate successfully!

Moderator: **Jakob Fritz Hansen**, Director, Innovation and Sector Services, Technical University of Denmark, Denmark

12.30 - 13.30 Lunch

Western lounge

13.30 - 15.00 Fourth parallel session

## Track I

**Managing resources**  
**Alternative Dispute Resolution (ADR)**

Room: 8

**Tina Marschall**, Attorney & Mediator, MediGate GmbH, Germany  
**Michael Gross**, Head of License, Fraunhofer Society, Germany

When we draft contracts we don't think about conflicts or even litigation. In addition, most public research organizations (PROs) are averse to litigation because of costs, risks and potential damage of relationships. But there may be a solution outside the courts: Alternative Dispute Resolution (ADR).

According to a recent study of the World Intellectual Property Organization (WIPO), there are several benefits of ADR, such as confidentiality, less time and less cost compared to court litigation. This session will highlight the idea of ADR, the tools used in ADR towards conflict resolution and the clauses to be implemented in a contract to pave the way for ADR.

Moderator: **Heather Thompson**, Head of Business Development,  
 University of Chester, UK | Vice President, Board and Chair, Professional  
 Development Committee, ASTP-Proton

## Track II

**Maximizing impact**

Room: 9

**Tackling the challenges we face in commercialization of software and databases**

**Triin Siil**, Legal Counsel, German Cancer Research Center (DKFZ), Germany  
**Gavin Smith**, Director, Lancaster University, UK

TTOs increasingly receive disclosures of software but how do we deal with these? Commercialization of software in any form is a historically challenging activity for the higher education sector. The predominantly patent-driven approach to university technology transfer may leave research-based software innovations on the shelf.

Do we treat them in the same way as inventions? What are the important questions to ask our researchers? How can the potential of software or databases be evaluated? What are the different ways of protecting these and how do we deal with the limitations of open source and creative commons? These are just some of the questions we will explore in this session.

Moderator: **Amanda Zeffman**, Head, Consultancy Services, Cambridge Enterprise Limited, University of Cambridge, UK | Member, Programming Committee, ASTP-Proton

## Track III

**Mobilizing with industry**

Room: 10 &amp; 12

**Open Innovation – What's all the fuss about?**

**Ulf Petrusson**, Director, Institute for Innovation and Social Change & Center for Intellectual Property, Chalmers University of Technology, University of Gothenburg, Sweden

**Iain Thomas**, Head Life Sciences, Cambridge Enterprise, UK

There has recently been a rise in open innovation (OI) culture to increase the opportunities for generating cutting edge technologies and innovations to benefit society and the economy. Such examples include industry-funded PhDs, open data initiatives, competitions and multi-party consortia that share pre-competitive information and expertise.

This session presents an example of OI in the biomedical sector (where traditionally open innovation is underused) -- the Stevenage Biocatalyst Centre (SBC) -- the UK's first biomedical open innovation campus. Using the example of the SBC, we will look at why OI is such an invaluable approach, how it can help to accelerate creation of new innovative solutions and how this is being achieved.

Moderator: **Pascale Redig**, Sr Category Manager, Janssen Pharmaceutica, Belgium  
| Member, Professional Development Committee, ASTP-Proton

15.00 - 15.15 Coffee Break

Western lounge

15.15 - 16.15 Final Plenary and Closing Session

Room: 8 &amp; 9

**How to survive your first 25 years in technology transfer****Tom Hockaday**, CEO, Isis Innovation Ltd (2006-2016), UK**Tom Hockaday**, CEO, Isis Innovation Ltd (2006-2016), UK

When the Berlin Wall came down in 1989, Tom Hockaday started working on university-business collaborations, first at UCL, then Bristol University, and since 2000 at Oxford University, Isis Innovation Ltd, which he just recently left.

Tom will share his experience with us, asking us to ponder: what were we doing in 1989? It is a long time ago. The landscape of university-business interactions has changed enormously, technology transfer has grown, has almost grown-up, and matured, like a fine Danish cheese. Yet the fundamental challenges remain: universities and research institutions are teaching, with an open and sharing nature, and businesses are not. We choose to work for universities on these enormously rewarding challenges, operating in the twilight zone between university research and business, industry and finance. Plus ça change plus c'est la même chose as we say in England.

Moderator: **Marta Catarino**, Director, TecMinho, University of Minho, Portugal |  
President, Board and Chair, Programming Committee, ASTP-Proton

# Danske Universiteter

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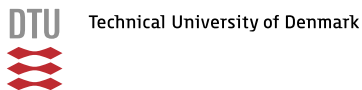
*Universities Denmark*

## Universities Denmark

Universities Denmark is the organization of the eight Danish universities to enhance their cooperation, visibility and impact.

Universities Denmark works to ensure that its members have the best possible conditions for shouldering their responsibility towards research, research-based education and dissemination of knowledge. University management and staff convene at Universities Denmark to discuss issues of common interest, to take joint initiatives, and to communicate with politicians, ministries and partners.

Universities Denmark has been hosting the Danish National Network of Technology Transfers since 2011. The network consists of the eight Danish universities, two regions and one public research institution.



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A patient is lying on a table in a radiation therapy machine. The machine's arm is extended over the patient, and several red laser beams are projected onto their back. A green laser line is also visible on the patient's side. The machine has a perforated metal shield. The background is a clinical setting with blue lighting.

A novel technology for  
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<p>13.30 – 13.45</p> <p><b>PROGRESS-TT</b></p> 	<p><b><u>Building Professionals' Capacity to Deliver Effective and Efficient Tech Transfer</u></b></p> <p>Why is one Technology Transfer Office more effective and efficient than another? What factors can be changed to improve their performance? PROGRESS-TT – Public Research Organisation GRowing Europe through best practice SolutionS for Technology Transfer – a three-year initiative funded through Horizon 2020 proposes to explore these issues and generate solutions to address them. The project consortium brings together nine highly qualified international partners, including ASTP-Proton, representing the complete value chain of TT practitioners. Together they will work on a programme of activities including: gathering Best Practice for increasing the skills of TT professionals; identifying potential gaps in those best practices; formulating innovative solutions, and; piloting these solutions in the form of a mix of wide reaching and intensive, focused support with selected TTOs. Attend this session and hear more about how this EU funded project could mean for your TTO.</p> <p>Speaker: <b>TBA, PROGRESS-TT Coordinator</b></p>
<p>13.45 – 14.00</p> <p><b>ATTP</b></p> 	<p><b><u>How to become an RTTP 'Registered Tech Transfer Professional?'</u></b></p> <p>Registered Technology Transfer Professional (RTTP) status is designed for all those who want professional recognition of their career in technology transfer. Attend this session to find out how you can become an RTTP.</p> <p>Speaker: <b>Steven Tan, Vice President, ASTP-Proton</b></p>
<p>14.00 – 14.15</p> <p><b>Wellspring</b></p> 	<p><b><u>Wellspring: The Simpler Way to Commercialize Technology</u></b></p> <p>Why are some universities tech transfer offices reporting 46% more licensing revenue? Successful tech transfer offices more effectively market, license, and protect their intellectual property portfolio. In this session, learn about the latest tools to promote technologies to a global community.</p> <p>Speaker: <b>Robert Lowe, CEO, Wellspring</b></p>
<p>14.15 – 14.30</p> <p><b>European Patent Office (EPO)</b></p> 	<p><b><u>Technology transfer and patent information. Partners in innovation</u></b></p> <p>Published patents are a rich source of technical, commercial and legal information which can be used to ensure certainty in tech transfer. More than 90 million patents are freely accessible at no cost, online, via the European Patent Office's Espacenet service. Furthermore the Europe-wide PATLIB network of more than 300 patent information centres, provides contact to patent experts in your locality. We will show you how to access patent documents online for yourself and extract the technical, commercial and legal content. We will also showcase the services of PATLIB centres. There will be one near your TTO.</p> <p>Speaker: <b>Nigel Clarke and Björn Jürgens, European Patent Office (EPO)</b></p>
<p>14.30 – 14.45</p> <p><b>Inventory</b></p> 	<p><b><u>INVENTORY.COM</u></b></p> <p>The world first, global, digital, end-to-end patent trading platform supported by artificial intelligence and machine-learning methods. Find out how inventory can help you monetise your IP and innovate the world of innovation.</p> <p>Speaker: <b>Christopher Römer, Co-founder, inventory.com</b></p>



14.45 – 15.00

**MedTech.Transfer & Partnering Day 2016 Linz, Austria**



**MedTech.Transfer & Partnering Day 2016 Linz, Austria**

MedTech.Transfer - business meets research is an initiative within the medical technology cluster of Business Upper Austria. The initiative is promoting multidisciplinary cooperation between companies and R&D institutions in the area of medical technology. The aim is to strengthen the medtech business in Upper Austria.

The International Partnering Day 2016 will be held in Linz, Austria on Oct. 17th 2016. The goal is to nurture cooperation between innovative companies and university scientists. We will provide an innovative platform for scientists and companies to establish contacts, present industrially-relevant scientific results and identify mutually-interesting areas of cooperation.

Speaker: **Hans-Peter Huber**, Business Upper Austria

<p>13.30 – 13.45</p> <p><b>Initiative 1</b></p>	<p><b><u>Staying Afloat - how micro-TTOs can best use their resources</u></b></p> <p>There are frequent success stories of TTOs introducing new advances, but many of these come from already large, well-established offices. Whilst these are excellent for the Tech Transfer field and provide a great source of aspiration, there are many of us from smaller offices, already pushing our resources just to complete the basic tasks; the willingness to evolve is there but not the means! Obviously these problems cannot be solved in 15 minutes, so this session is aimed to help kick-start a new ASTP-Proton community aimed at “Micro-TTOs” (5 employees or fewer). Here we can share knowledge and experience (both good and bad!) of utilising new, small initiatives to reduce workload, and from this push our already limited resources further.</p> <p>Speaker: <b>Tom Withnell</b>, Technology Transfer Manager, University of Vienna, Austria</p>
<p>13.45 – 14.00</p> <p><b>Initiative 2</b></p>	<p><b><u>Business scouting at University of Southern Denmark</u></b></p> <p>With the original aim of increasing the inflow of new invention disclosures from researchers at our university, we have developed and implemented a proactive technology scouting system. These scouting FOCUS meetings are a tool used to raise awareness at the individual researcher level and addressing their specific concerns and desires when it comes to commercial engagement in society, whether that be through inventions, industry/academia collaborations or contract research. We wish to share our experiences with broadening the scope of 'standard' business development in a university TTO unit as well as highlight some of the benefits and challenges that come with such an approach.</p> <p>Speakers: <b>Ann Zahle Andersen &amp; Lene Aarenstrup Nielsen</b>, Business Scout, University of Southern Denmark, Denmark</p>
<p>14.00 – 14.15</p> <p><b>Initiative 3</b></p>	<p><b><u>Offering a formal Translational Post Doc Programme to use young PhD's in bridging the gap!</u></b></p> <p>We are currently implementing a translational postdoctoral fellowship programme. We work with academic departments with a high output of patents to finance PhD graduates to join up for a minimum of one year as translational fellow. We co-manage these fellows with the faculty. They work with the TTO to transfer technology while developing skills and knowledge that enhance their opportunities to find work in industry, a start-up or even the TT profession.</p> <p>Speaker: <b>Anita Nel</b>, CEO, Senior Director, InnovUS Technology Transfer, University of Stellenbosch, South Africa</p>
<p>14.15 – 14.30</p> <p><b>Initiative 4</b></p>	<p><b><u>How to mix competencies from academia, industry and society for boosting creativity and innovation ?</u></b></p> <p>While Interface Entreprises - University of Liege was celebrating its 20th anniversary, in 2009, one of the question was: how to imagine new ways to interact with companies for the next 10 years. The answer was the concept "Liege Creative", concept where academic searchers, industry searchers, but also citizens and artists can have an intensive exchange on specific topics. Liege Creative was launched.</p> <p>in September 2011, and after 5 seasons with more than 60 meetings each year, an actual community of creative researchers and entrepreneurs, whatever age, origin, position have the opportunity 2 to 3 times a week to participate to a lunch to exchange ideas on a wide scope of science domains, life science, technology or human science.</p> <p>Speaker: <b>Michel Morant</b>, General Manager, Interface Enterprises, University of Liege, Belgium   Vice President, Board, ASTP-Proton</p>

<p>14.30 – 14.45</p> <p><b>Initiative 5</b></p>	<p><b><u>Festive weekend to foster start-up creation</u></b></p> <p>Based on the ‘Start-up Weekend’ concept, we developed a Start-up Weekend Open Labs. The aim is to bridge the gap between researchers and entrepreneurs to create innovative start-ups. We invite some of the researchers we are working with, to present their technology and know-how. Meeting potential partner, elaborating on business model, pitch competition are on the menu. Interesting results!</p>
	<p>Speaker: <b>Marc Legal</b>, President, PULSALYS, France   Vice President, Board, ASTP-Proton</p>
<p>14.45 – 15.00</p> <p><b>Initiative 6</b></p>	<p><b><u>Title: Project Portfolio Management</u></b></p> <p>We develop a project portfolio management system. It is the system based on a set of defined hypothesis that we use to describe and inform our decision on whether to claim ownership to inventions. A modified set of hypothesis are used to manage and prioritize the portfolio during the commercialisation process.</p>
	<p>Speaker: <b>Anette Poulsen Miltoft</b>, Head of Corporate Relations and Technology Transfer, Aarhus University, Denmark</p>

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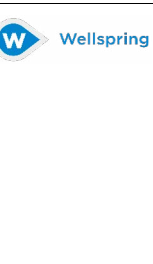



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	<p><b><u>Ascenion GmbH</u></b></p> <p>Ascenion is an IP asset management company focused on the life sciences. We work closely with public research institutions to ensure that promising scientific findings are identified, secured and brought to market to the benefit of society. On average, we evaluate 100 invention disclosures per year, handle 70 patent applications and negotiate some 80 revenue-generating cooperation and licensing agreements with industry. Moreover, we guide and support spin-offs on the road to independence. Currently, we hold equity in 21 of these companies. All this helps create innovative products and jobs in growth sectors.</p> <p>W: <a href="http://www.ascenion.de/">http://www.ascenion.de/</a></p>
	<p><b><u>Bergen Teknologioverføring AS (BTO)</u></b></p> <p>Bergen Teknologioverføring AS (BTO) is the technology transfer office in Bergen, Norway. We support ten research institutions – including 4000 researchers and 30 000 students. Our core strength is business development in a broad range of sectors such as oil and gas, aquaculture, marine technologies and medicine. We also provide incubator facilities, and help develop and execute clinical studies. Our mission is to help our owners and partners to bring their research results out to the market, ensuring that knowledge and inventions benefit individuals, the industry and society as a whole.</p> <p>W: <a href="http://bergento.no/">http://bergento.no/</a></p>
	<p><b><u>The Danish National Network of Technology Transfer (DNNT) and Universities Denmark</u></b></p> <p>Universities Denmark is the organization of the eight Danish universities to enhance their cooperation, visibility and impact. Universities Denmark works to ensure that its members have the best possible conditions for shouldering their responsibility towards research, research-based education and dissemination of knowledge. University management and staff convene at Universities Denmark to discuss issues of common interest, to take joint initiatives, and to communicate with politicians, ministries and partners. Universities Denmark has been hosting the Danish National Network of Technology Transfer since 2011. The network consists of the eight Danish universities, two regions and one public research institution.</p> <p>Booth: 1</p> <p>W: <a href="http://www.dkuni.dk/">http://www.dkuni.dk/</a></p>
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	<p><b>European Patent Office (EPO)</b></p> <p>It is part of the European Patent Office's mission to support innovation in Europe. One way in which it does this is to provide free access to patent data from around the world. Anyone involved in the innovation process, including technology transfer centres can access this wealth of information free of charge. Alternatively, they can turn to their nearest PATLIB centre. There are more than 300 PATLIB centres in Europe all able to provide specialist advice on patents and intellectual property in general. The EPO, PATLIB centres and technology transfer centres are, one might say, partners in innovation.</p>
Booth: W:	11 <a href="http://www.epo.org/">http://www.epo.org/</a>
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	<p><b>The Medical Technology Cluster - MTC</b></p> <p>With some 235 partners from the MedTech area the Medical Technology Cluster (MTC) represents a special branch network within Business Upper Austria, which is intended to enhance the levels of innovative strength and international competitiveness of companies from the area of medical technology. One of the key tasks of the Cluster is an intensification of cooperation between partner companies, health and R&amp;D facilities. Since the foundation of the Cluster in 2002 a total number of 50 ideas of the MedTech-Branche was transferred into cooperation projects, involving 177 partner companies.</p>
<p>Contact: Hans-Peter Huber, <a href="mailto:hans-peter.huber@biz-up.at">hans-peter.huber@biz-up.at</a>  W: <a href="http://www.medizintechnik-cluster.at">www.medizintechnik-cluster.at</a> / <a href="http://www.partneringday.at">www.partneringday.at</a></p>	
<p><b>myIP</b></p> <p>myIP is a popular Web-based software package for managing an organisation's Inventions, Intellectual Property, Contracts and Commercialisation activity. myIP Limited was founded in 2002 in Cambridge, UK and is proud to work with Technology Transfer offices around the world.</p> <p>Contact: Jeremy Kirkpatrick, <a href="mailto:jerrykirkpatrick@gmail.com">jerrykirkpatrick@gmail.com</a>, +44 (0)1638 720050  Booth: 9  W: <a href="http://www.myipweb.co.uk/">http://www.myipweb.co.uk/</a></p>	
<p><b>tto/Plougmann Vingtoft</b></p> <p>tto specializes in building value from new technologies and intellectual property rights (IPR). We work with universities, startups, large companies, public institutions and investors. We assist clients facing challenges in a transition phase from early stage development to commercialization or exit. tto is part of Plougmann Vingtoft - one of Scandinavia's leading intellectual property consulting firms, which means we can also help protect and strengthen your company's IP rights. Since 2004 we have worked for more than 160 different clients covering several hundred projects – including +20 universities around the world.</p>	<p>Booth: 8  W: <a href="http://www.tto.eu/">http://www.tto.eu/</a> and <a href="http://www.pv.eu/">http://www.pv.eu/</a></p>
	<p><b>Wellspring</b></p> <p>Wellspring brings structure to the chaotic process of innovation. As the recognized industry leader, Wellspring was developed from our experience working in tech transfer offices and has continued to evolve over the years using input of our clients. Wellspring for Tech Transfer software enables you to commercialize technology, protect IP, reach corporate partners, and manage contracts. Used by 500+ universities and research organizations worldwide, we help you accelerate innovation and collaborate inside and outside your organization while better exploiting your knowledge assets. The company also owns Flintbox, the world's largest online exchange for early-stage technologies.</p>
<p>Booth: 7  W: <a href="http://www.wellspring.com/">http://www.wellspring.com/</a></p>	

	<b><u>Ximbio</u></b> Ximbio is a website to for sharing research tools in the global life science community. Scientists can exchange knowledge and maximise commercial opportunities for research tools they have created. Our mission is to make these tools widely and easily available to accelerate life science research.
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# Notes

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