

SEMINAR

The Association of European Science & Technology Transfer Professionals

COMMERCIALISING SCIENCE BASED INTELLECTUAL PROPERTY

*Thursday 13th of October &
Friday 14th of October 2005*

HOTEL DIVANI CARAVEL
ATHENS
GREECE



INTRODUCTION

It is with pleasure that I invite you to join us at ASTP's Autumn seminar to be held in the heart of the city centre of Athens

The conference programme follows the now familiar pattern; a mixture of thought-provoking plenaries, presentations and discussions on issues that effect us all. Our speakers come from varied backgrounds in industry, finance and the technology transfer community. However, they are all seasoned practitioners – able to speak with authority born of many years of experience in the field.

We are delighted to welcome as our plenary speakers:

- John Bates, London Business School
- Alex Brabers, GIMV

The remainder of the conference splits into three tracks:

- The first track is educational in nature and is targeted at newer entrants to the field. For this Seminar we are focussing on the 'upstream' part of our business – deciding when to patent, ensuring that IP is unencumbered and dealing with complex ownership issues.
- The second track covers a range of issues and topics meant for more senior Technology Transfer managers, including sessions on Inventor reward, PR, and pipeline IP strategy.
- The third track, entitled, 'new age spin-outs', examines different ways of financing early stage ventures without relying on venture capital - our common experience being that venture capital is currently scarce, forcing us to find alternative ways of getting ventures off the ground.

Members tell us that they value our conferences as much for the chance to exchange ideas and experiences with each other as to attend the formal sessions. We have therefore planned a full social programme and built in ample time between sessions and over lunch to allow you to meet each other.

On behalf of the Board of ASTP, I look forward to seeing you all in Athens.

Jeff Skinner
President

THURSDAY 13 OCTOBER 2005

REGISTRATION DESK OPEN AT 8.15
PLENARY 09.00 – 10.30

OPENING SESSION

Moderator Jeff Skinner

Jeff Skinner, President ASTP, *Welcome*

Dimitros A. Kyriakidis, Director National Hellenic Research Foundation, Greece, *Welcome*

Alex Brabers, Executive Vice President ICT, GIMV Belgium, *The role of venture capital in university spin offs*

BREAK 10.30 – 11.00

PARALLEL SESSIONS 11.00 – 12.15

INTRODUCTORY TRACK MANAGING INTELLECTUAL PROPERTY	TECH TRANSFER – POLICY ISSUES <i>Moderator Laurent Mieville</i>	NEW AGE SPIN-OUTS <i>Moderator Jon Wulff Petersen</i>
<p><i>I: When to patent inventions and when not to – the art of triage</i> Tech Transfer managers receive far more invention disclosures than they can sensibly manage – in any case, most inventions have limited commercial potential. However, saying 'no' to an inventor is difficult and often puts us in conflict with inventors. How should you decide which projects to reject, which to invest patent money in and which to invest lots of time in as well? Penny Attridge, Former Vice President of Client Development of BTG, United Kingdom</p>	<p><i>I: Structuring inventor rewards</i> Inventor & department remuneration & incentives – does it really matter? Equity sharing policies, sliding scale formula, fees for TLOs, sharing of costs, how to get a policy changed, sharing with other institutions, charities... Raphael Jung, Head of Contract IPAL GmbH, Germany Peter Raeymaekers, Business Program Manager, IMEC, Belgium</p>	<p><i>I: Bootstrapping new ventures</i> Is it possible to grow a business with minimal (or no) external investment? The attractions are obvious – no dilution or loss of control. All that is needed is an early source of revenue which can be reinvested in the business – which then grows in line with revenue. How realistic is this business model and under what conditions (and for what kinds of business) does it work? Kees Eijkel, Commercial Director, University of Twente, the Netherlands Daan Bijl, CEO SmartTip, the Netherlands</p>

LUNCH 12.15 - 14.00
PARALLEL SESSION 14.00 - 15.15

INTRODUCTORY TRACK MANAGING INTELLECTUAL PROPERTY	TECH TRANSFER – POLICY ISSUES <i>Moderator Antonio Parada</i>	NEW AGE SPIN-OUTS <i>Moderator Gábor Lamm</i>
<p>II: Managing the academic interface Faculty service is one of the main missions of a Tech Transfer Office. What are the best ways to make sure Faculty "buys in" to your activities? Some good recipes used successfully by TT offices will be presented and discussed</p> <p>Laurent Mieville, Director Office of Technology Transfer University of Geneva, Switzerland Anna Maria Nuutila, Financial Manager VTT Biotechnology, Finland</p>	<p>II: Building a reputation for innovation Universities love good publicity, a high profile and a reputation for innovation. We can help them - our technologies can be an excellent source of stories and news. How should we work with the media and PR agencies to generate publicity and maximum exposure – and thus a reputation for innovation</p> <p>Arvind Salwan, Director Strategic Projects the BIG partnership, United Kingdom</p>	<p>II: Managing technology development funds Many universities now have access to development, pre-seed or Proof-of-concept funds that can be used to add value to technologies that are 'too early' for licensing. Used wisely, these funds can be extremely valuable, but they are easily squandered. In this session we learn from the experience of two such funds</p> <p>Ágúst Ingthórsson, Director Industry Liaison Officer, University of Iceland, Iceland Adrian Ibrahim, Senior Business Manager Cancer Research Technology Ltd, United Kingdom</p>

BREAK 15.15 - 15.45
PARALLEL SESSION 15.45 - 17.00

INTRODUCTORY TRACK MANAGING INTELLECTUAL PROPERTY	UNDERSTANDING KEY INDUSTRIES <i>Moderator Jon Wulff Petersen</i>	NEW AGE SPIN-OUTS <i>Moderator Anna Maria Nuutila</i>
<p>III: The importance of due diligence Academics receive funding from multiple sources, enter into all sorts of collaborations (both formal and informal) and work with many other researchers (and students) in the course of their research. Given this complexity, how can you be sure that IP is yours to license? In this session we learn at how to carry out IP due diligence and find out what happens if you ignore this vital step</p> <p>Mark Anderson, Anderson and Company, United Kingdom</p>	<p>III: Food and Medical Devices It is important to understand an industry before you can sell into it. In this session we hear from two very different industries – food and defence – and learn how they innovate and where the opportunities are for universities to collaborate and license their technologies</p> <p>Leif Kjaergaard, Senior Vice President Business Development Danisco, AS, Denmark Terry Fetterhof, Director Technology Management, Chief Technology Office, Roche Diagnostics Corporation, USA</p>	<p>III: Business Angels Business Angels are often held out to be the ideal early-stage investor – they can fill the funding cap and management gap simultaneously. But how do you find them and what sort of businesses opportunities do they like? Are there any dangers that you need to be aware of and how do you structure deals with them? In this session we hear from an experienced business angel and a university TT manager who has worked with many angel investors</p> <p>Tim Cook, Managing Director Isis Innovation Ltd, United Kingdom Jaap Blaak, Business Angel and President Tailwind BV, the Netherlands</p>

COCKTAIL 17.00 - 18.30
SOCIAL PROGRAMME (OPTIONAL) 18.45

FRIDAY 14 OCTOBER 2005



PLENARY 09.00 – 10.30

OPENING SESSION <i>Moderator Jon Wulff Petersen</i>
<p>John Bates, Adjunct Professor of Entrepreneurship at London Business School, United Kingdom <i>Sniff-Testing a Venture</i></p>

BREAK 10.30 - 11.00
PARALLEL SESSION 11.00 - 12.15

INTRODUCTORY TRACK MANAGING INTELLECTUAL PROPERTY	EXCHANGING EXPERIENCES <i>Moderator Jeff Skinner</i>	NEW AGE SPIN-OUTS <i>Moderator Gábor Lamm</i>
<p>IV: What are we doing here? What do our universities want from us and how do they measure our success? Most universities are unsure and fail to give clear direction – often leaving it to the Director of the Tech Transfer Office to judge. In this session, two experienced Directors describe the expectations for their tech transfer operations and say how this translates into the priorities they set internally Tim Cook, Managing Director Isis Innovation Ltd, United Kingdom Koenraad Debackere, General Manager KU Leuven and Managing Director R&D KU Leuven, Belgium</p>	<p>IV: License deals you shouldn't do Not every deal is a good deal. They may generate a warm glow at the time, but if you promise too much the deal will unravel and return to haunt you. Often we think we're doing a good deal but end up getting attacked from all sides (academic, licensee, vice chancellor) when we find we've promised the impossible. Jeff Skinner, Commercial Director UCL Business, United Kingdom Mark Anderson, Anderson and Company, United Kingdom</p>	<p>IV: Corporate venture funds Many major companies now run their own venture funds as a way of investing in novel technologies without bringing them in-house. Could we tap into the funds for our own spin-outs – forming joint ventures with the corporates? In this session we hear from two such funds – understanding where they invest and whether they are a viable alternative to venture capital Paul Morris, Director Venture Capital, Dow Europe GmbH, Switzerland Anders Brännström, President and CEO of Volvo Technology Transfer AB, Sweden</p>

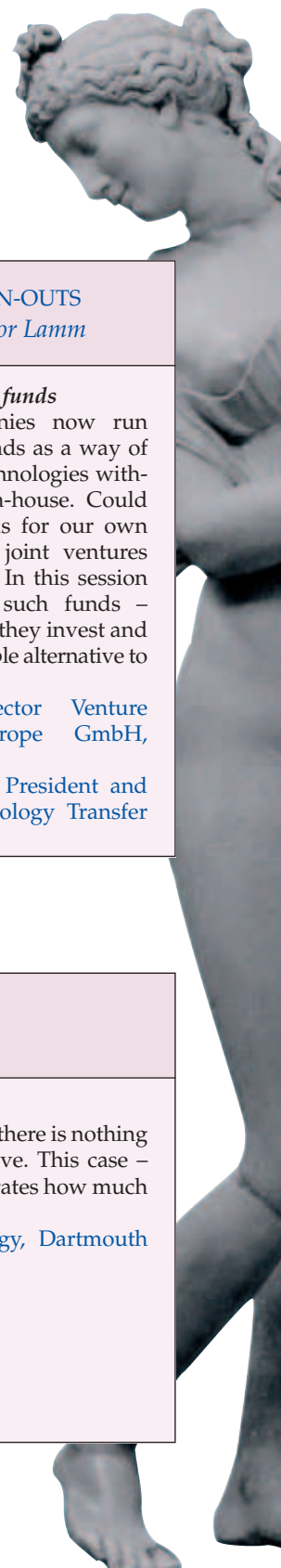
LUNCH 12.15 - 14.00
PARALLEL SESSION 14.00 - 15.15

INTRODUCTORY TRACK MANAGING INTELLECTUAL PROPERTY	EXCHANGING EXPERIENCES <i>Moderator Antonio Parada</i>
<p>V: Problem cases In this final session we discuss your problem cases. We ask participants to write a one page brief on the case before the conference – then discuss it in groups over lunch. During this session we will discuss each case suggesting strategies for solving the problem and move forward – there always is a solution. The session is facilitated by a number of experienced technology transfer managers – with input from the entire group.</p>	<p>V: Licensing Case Study We would all like to believe that once a license deal is signed than there is nothing more we need to do except wait for the royalty cheques to arrive. This case – which was featured in the Financial Times earlier this year - illustrates how much can go wrong on the way to market. Randolph Noelle, Professor of Microbiology and Immunology, Dartmouth Medical School, USA</p>

BREAK 15.15 - 15.30
FINAL SESSION 15.30 - 16.30

FINAL SESSION <i>Moderator Jeff Skinner</i>
<p><i>This house believes that Technology Transfer should be driven entirely by profit</i> Koenraad Debackere, General Manager KU Leuven and Managing Director R&D KU Leuven, Belgium Tim Cook, Managing Director Isis Innovation Ltd, United Kingdom In this final session we debate whether university technology transfer offices should be run primarily for profit – or whether to impose so single-minded an objective seriously distorts our mission. We approach this important topic in a light-hearted way - hearing passionate arguments for and against the motion, opening the debate to the house, and then, after concluding comments, putting the motion to a vote.</p>

CLOSING COCKTAIL 16.30 - 17.30



SOCIAL PROGRAM



Wednesday, 12 October 2005 Welcome cocktail

We are happy to invite you to a welcome cocktail, offered by the National Hellenic Research Foundation, to be held on Wednesday evening, 6.30 PM.

All delegates are welcome to get a first acquaintance with each other while drinking a glass of Greek wine and tasting other joys of the southern European life, sheltered by the beautiful atrium of the NHRF.



Wednesday, 12 October 2005 Guided tour through Athens

On Wednesday afternoon we invite you to participate in our social program with a guided tour through Athens, visiting some of Athens most ancient sights including the Acropolis. The tour will start at 4 PM and will end around 6.30 PM with a cocktail offered by the NHRF.



Thursday, 13 October 2005 Joint Dinner

On Thursday evening we invite you to an optional dinner in the heart of Athens. While enjoying the well known Greek hospitality and their famous Mediterranean food there will be plenty of opportunity for conversation and exchange of experiences.

This conference is sponsored by



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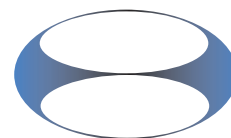


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GENERAL INFORMATION

- Date* (Wednesday 12) Thursday 13 & Friday 14 October 2005
- Conference Venue* Hotel Divani Caravel, 2 Vas Alexandrou Avenue, 16121, Athens, Greece
Tel: +30 210 720 7000
- Language* English
- Registration* All participants who wish to attend the conference must register in advance. Please note that formal registration only takes place after receipt of the registration fee. Participants are requested to complete the enclosed Registration Form and return it to Science Alliance or register digitally at the ASTP-website www.astp.net (left button Events etc.). Each participant should use a separate form. A letter of confirmation will be sent to you upon receipt of the registration form. The capacity of the conference will be limited. Registrations will be handled in order of receipt.
- Registration Fee* The registration-fee for participation in the ASTP conference is € 795 for ASTP members and € 1095 for non-ASTP members (these fees are all 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.**
- 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 return the attached and completed ASTP Membership Application Form or apply for the membership via the website www.astp.net. As soon as your membership is accepted, you will receive an adapted invoice for the conference and a separate invoice for the ASTP membership fee.
- Payment* All payments must be made in € (EURO) and free of all bank and other charges. No personal or company cheques are accepted. Payments by Credit cards will have an additional charge of 5%.
- Cancellation* In case you are unable to attend the conference, a substitute delegate is welcome to take your place at no extra charge, if he / she carries a letter of authorisation from the original participant. Should you cancel before September the 20th, 2005 an administration fee of € 95 will be charged. **Please note that no refunds are possible after September 20th, 2005.**
- Accommodation* We advise you to take care of hotel reservations and flight accommodations in time. Information on hotel reservation-services is available at the backside of the registration form.
- 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 Science Alliance for more information on registration and other logistical details.

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