



• Webinar Series Overview •

Tea^{with} ASTP

Tea, tech transfer and online learning

A



Tea^{with} ASTP

Tea with ASTP is a series of bi-monthly webinars organised by ASTP members for members.

These hour-long online seminars offer ASTP members an insight into a wide range of topics related to the knowledge transfer ecosystem.

They also give innovators and specialist a platform to share their knowledge with Europe's largest KT community.

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17th January 2023

Equity for academic IP





Tom Hockaday



Technology Transfer Innovation | UK

12th May 2020

University tech transfer and the COVID-19 crisis

Universities are fulfilling an extremely important role in addressing the COVID-19 crisis, and technology transfer has an important part to play in some of this.

During the webinar Tom discussed two main areas:

- Some of the practical issues facing TTOs, such as leadership; where to focus resources; what are the priorities; remote working; staff welfare.
- The role and approach of the TTO relating to university technologies that help address the crisis: university research outputs will be transferred out from the universities into other organisations (government agencies, charities and for-profit businesses); better placed to develop, design, manufacture and deliver products and services to help people address the crisis. What approach should the TTO adopt - non-exclusive royalty-free licences for everything to everyone? We know it is more complicated than that.





Malcolm Bain



id law partners/ BGMA | Spain

19th May 2020 

Open-source software

How to avoid pitfalls

In this webinar Malcolm Bain, a well experienced lawyer in the field and well known to ASTP's community, talked about his experience with different cases involving Open-ource software. He referred to things to do with: different types of licenses and situations to avoid or trouble with different settings.



2nd June 2020 



Alison Campbell 

Knowledge Transfer Ireland | Ireland

Moving towards a unified JOA model

What happens when more than one university owns IP? Developing common principles for inter-university agreements

TTOs and legal offices seem to spend a lot of valuable time negotiating terms in joint IP ownership agreements. Not only when joint ownership is with industry but also when we have joint IP ownership between research institutions. Surely we can come up with a solution to reduce the time spent negotiating with each other? We have other things to do, right? In this session we explored the idea of developing central principles that ASTP members can chose to adhere to. Could we even develop a template? Knowledge Transfer Ireland has developed a range of templates together with the Irish TTOs and industry. Is that a direction we should try for these types of agreements? Could we learn from that experience, what does it take and how to go about developing this concept? Which general principles could we all agree on? And what can go wrong?





Massimiliano Granieri 

University of Brescia | Italy

16th June 2020 

Managing IP in the times of COVID-19

The pandemic prompted universities and public research organisations to re-think their IP management strategies. Various forms of open licenses have been developed, from the Open Covid Pledge to KTI COVID - 19 NERF license, granting free temporary access to IP rights to tackle the corona virus crisis. To what extent do IPRs represent a barrier to access innovation in times of health emergencies?

Massimiliano Granieri, Associate Professor of Comparative Private Law at the University of Brescia (Italy), guided us in a common reflection, at the intersection of law and ethics, on public research, IPRs, innovation and COVID -19.



30th June 2020 



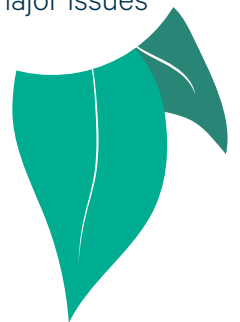
Laura Spinardi 

TTO Fondazione IRCCS Ca' Granda
Ospedale Maggiore Policlinico | Italy

Managing and valorising clinical data

Uniquely in times of a health emergency the value of clinical research data emerges. Large healthcare datasets combined with Artificial Intelligence and Machine Learning applications can change the clinical innovation landscape. However, data access and valorisation cannot leave patients' rights without of consideration; dealing with clinical data often represents a challenge for the collaboration between universities and research hospitals.

This webinar helps us frame some of the major issues arising in this complex field.



14th July 2020



The Nagoya Protocol



Scarlett Sett



Kiel University | Germany

The Nagoya Protocol on Access and Benefit Sharing (ABS) is an international agreement aimed at the fair and equitable sharing of benefits arising from the utilisation of genetic resources. Both access and benefit-sharing obligations are established and negotiated between the providing country (country of origin) of the genetic resource and the User (Researcher) of the genetic resources. As a User of a genetic resource, the researcher will be personally liable if found non-compliant with the EU ABS regulation, especially if working in a EU member state. If found non-compliant, this could mean high fines imposed to the researcher or the research institute, cancellation of research projects, embargo of genetic resources, etc.

Dr Scarlett Sett is the Nagoya Protocol (NP) Compliance Officer at Kiel University. In her presentation she went over definitions and areas that have created confusion/misconception on what type of research is within scope of the NP. She discussed how the compliance and implementation strategy was developed at the university and who is responsible for which areas, how they keep track of any NP processes and how to engage the researchers into taking an active role in the implementation of the NP into their research agendas.



30th September 2020 



Cécile Cavalade 

Université libre de Bruxelles | Belgium



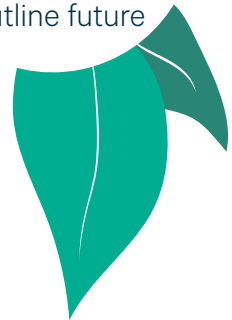
Christoph Haunold 

University of Luxembourg | Luxembourg

KT metrics

New trends and EC experts recommendations

In the summer of 2020, an expert group convened by the EC Joint Research Centre (JRC), published the “Knowledge Transfer (KT) Metrics’ Report” on knowledge transfer metrics. The study was part of the MoU between ASTP and the EC-JRC and for this webinar, we invited two of the experts: ASTP Board member Christophe Haunold and ASTP's president Cécile Cavalade to unpack the report and outline future plans.



6th October 2020 

Frugal Innovation

Frugal Innovation is the art of developing solutions by “doing more with less” creating more aggregate value for a client while reducing energy, waste, complexity, time and capital of a product. The frugal innovation framework has three main goals: (1) develop affordable solutions; (2) reduce the complexity of the solution; (3) leverage local resources.

By targeting these goals, a frugal Innovation approach provides a mindset that allows the design of solutions based on the transfer of knowledge from “the bottom up.” It focuses on understanding the ecosystem and needs of the people located in the base of the pyramid of wealth in order to develop appropriate solutions that truly address the needs.

Universities’ third mission is primarily associated with the transfer of knowledge from universities to the business sector to promote innovation and economic growth but it is also associated with the wider contribution of universities to the social development of their regions and with their capacity to contribute to addressing societal problems such as poverty, health or environmental sustainability.

Researchers may lack incentives to engage in frugal innovation, since they are normally rewarded for more measurable outputs, such as publications, patents, or research project, which are not easy to achieve

when focusing on frugal innovation. But intermediary organisations such as TTOs and incubators can play a role in this respect, for example by promoting frugal innovation through entrepreneurship projects, also involving students.

In this webinar The Frugal Innovation Hub (FIH) was presented, as a program of the School of Engineering at Santa Clara University liaising between engineering students, faculty members, companies, NGOs to solve together humanitarian problems. FIH bridges the gap between the technology developed in the Silicon Valley and emerging markets worldwide.



Allan Báez Morales 
University of Santa Clara | USA



Claudio Truzzi 

Université libre de Bruxelles | Belgium

13th October 2020 

Knowledge transfer for a data economy

The ever-increasing digital transformation of our society and economy is generating a wealth of data with high value-add potential through the extraction of useful insights. At universities and research institutes, an increasing number of R&D projects are following the same trend; KTOs are being confronted with the need to integrate new data valorisation paths into their typical valorisation toolboxes.

In this talk, we were present with a real-world implementation of an IoT-based data generation and valorisation platform, called SmartCampus, developed by the KTO at Université libre de Bruxelles in Brussels to boost research, innovation and impact inside and outside the academic community through the valorisation of data insights. Eighteen months after the inception of SmartCampus, they have created a diversified ecosystem of tens of research labs, infrastructure facilities, logistics services, campus communities and public institutions, each consuming a customised mix of microservices, from access to the network, to data flow fusion and management, to training and consulting. We hear the different procedures, methods and KPIs put in place in order to manage this new data-driven, mostly non-license based, valorisation flow.



27th October 2020 

Technology marketing

Due to increasing globalisation, universities and research organisations are faced with the necessity of making their knowledge and technologies available to society and play a leading role in global innovation. One of the major challenges faced by research organisations is that they work on technologies for which the market does not yet exist or needs to be developed. This requires research organisations to analyse the environment, its framework conditions and identify any possible barriers very early in the innovation process.

Sometimes universities and research organisations fail to turn research results into marketable products or services, not because of lack of scientific excellence or technical innovativeness but, because of non-technological barriers such as economic, environmental, social, regulatory, or legal obstacles.

While technical barriers might be worked out by scientists, non-technical barriers are much more difficult for them to solve and might require support from knowledge transfer professionals. With the project Deep Market Insight, funded by the German Federal Ministry of Education and Research, the

German Aerospace Center (DLR) is developing a method and service that, among other things, is intended to identify precisely these innovation barriers and show ways to overcome them.

In this webinar, examples were given which make such a tool necessary and first approaches to the solution will be presented. The aim is also to exchange views and discuss the relevance of this topic with the knowledge transfer community.



Alexander Born 

German Aerospace Center (DLR) | Germany





Anja Zimmermann



Ascenion GmbH | Germany

10th November 2020 

Negotiating licensing terms

Still one of the main areas of KT offices are heavily involved in, is licensing. Not only does licensing facilitate KT, it also can generate income and not to forget reputation for the research institution your KTO is working for. But how to make sure, that the terms you agree on actually reflect the value your IP.

In this talk, we touched briefly on the subject of how to get a price tag for a licensable IP, we then discuss various deal structures and licensing fee models and also negotiation tactics. Finally we spend some time regarding the do's and don'ts in licensing.

N.B Ascenion works in the field of Life Sciences and Anja shares her experience in this field alone. Licensing terms in other areas, e.g. engineering or IT might differ greatly from those in Life Sciences.



24th November 2020 

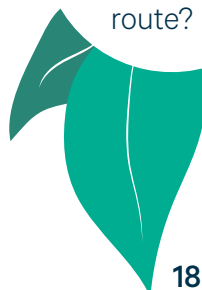
Open hardware



Andrew Katz 
Moorcrofts LLP | UK

While open-source software dominates the field of software development, open hardware has taken longer to evolve. Open hardware is hardware for which the designs are available for anyone to copy, use, improve and commercialise. Open hardware products vary from electronics (including chip designs), through to ventilators, cars, drones, lab equipment, even beer and cola. The European Commission takes open hardware seriously: it is currently undertaking a study on competitiveness, innovation and independence in the field of open hardware. Investors are also getting involved in open hardware, with SiFive, a company which develops chip designs based on open hardware, securing well over \$100m in funding.

Andrew Katz explored the dynamics of open technologies, and considers whether open hardware has the potential to be as successful as open-source software. Why do companies invest in open hardware? Why does opening up technologies make sense for business, investors, the environment and society in general? Where can open hardware learn from open-source software: in what ways should it emulate open source, and in what ways should it seek a different route?



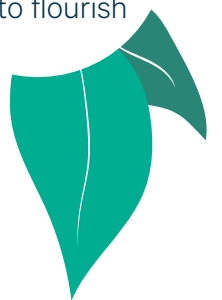


Benjamin Soffer 
King's College London | UK

15th December 2020 

Corporate partnerships

Ben Soffer, Head of Corporate Partnerships at King's College London, presented an exciting initiative and partnership between King's College, Guy's and St Thomas' and King's College Hospitals. The MedTech Accelerator will be acting as a vehicle for the commercialisation of MedTech innovations. The Accelerator will be set up as a limited company based on a shareholder agreement and, in parallel, the parties are looking to facilitate the creation of a venture fund. The Accelerator has the ambition to position itself as the best place in the UK for MedTech Innovation to flourish successfully.



26th January 2021 

Policies for spin-outs

Licensing, equity and assignment



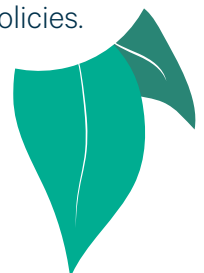
Marjan Kraak 
ETH Transfer | Switzerland

Most KTOs work with the spin-out route as a way of commercialising inventions from our research institutions: there are different models and policies in place at different KTOs.

ETH Zurich and Imperial College London are both renowned institutions, also when it comes to KTO activities. These two KTOs operate quite different, and efficient, models for spin-outs.

Marjan Kraak (Head of Spin-Off Group, ETH Transfer at ETH Zurich) took us through their respective models and processes.

Following the presentation, a lively discussion about the pros and cons of the different models and a discussion about daily challenges and how to solve them. You will have ample opportunities to ask questions and exchange thoughts and best practices on spin-out policies.





George Summerfield 

K & L Gates | USA



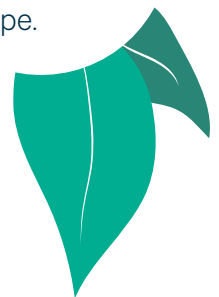
Thorsten Vormann 

K & L Gates | Germany

9th February 2021 

Comparing and contrasting US and Europe patent litigation

One of your university's patents is being infringed, and the infringer is unwilling to license the technology voluntarily. Learn what to expect if the university chooses litigation as a means to address the infringement. The talk will address similarities and differences between patent litigation in the United States and Europe.



9th March 2021



Antonino Rotolo



University of Bologna | Italy



Paul van Dun



KU Leuven R&D | Belgium

Research integrity and technology transfer

While ethics are becoming more and more an integral part of research, and ethical compliance is seen as pivotal to achieve research excellence, ethical issues related to technology transfer are often still an uncharted territory. Acknowledgement of moral rights, conflict of interest, informed consent and treatment of personal data in biotechnological inventions, dual use of technologies are just some of the issues that may impact the whole process from conducting research to commercialising research results. Also, which are the most suitable organizational models for universities to deal with research integrity and ethical issues in technology transfer? In this webinar Paul Van Dun (KU Leuven) and Antonino Rotolo (University of Bologna) discussed these issues both with a practitioner's approach and from the point of view of a University's Vice Rector.



23rd March 2021



Andrea Ravaioli 

University of Bologna | Italy



Bettina Riedel 

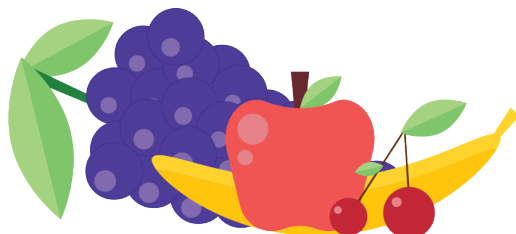
University of Bologna | Italy

Dealing with new plant varieties

The development of new and improved varieties of plants benefits the economy by increasing the marketability of crops and improving rural income and overall economic development.

Managing IP in universities is not only about patents and software; interesting opportunities can also arise from the protection of new plant varieties resulting from breeding programmes developed by researchers. In fact, the development of new and improved varieties of plants benefits the economy by increasing the marketability of crops and improving rural income and overall economic development.

The University of Bologna has a long standing tradition in developing new varieties of fruit trees (cherries, kiwifruit, apple, pear, plums). All varieties are protected by plant breeders' rights and most of them are successfully outlicensed to growers at global level. In this webinar, Andrea Ravaioli and Bettina Riedel, Plant Variety Managers at the Unibo Knowledge Transfer Office, shared their experience in creating value out of new fruit varieties.



11th May 2021 

Defining inventorship



Pernille Gojkovic 

HØIBERG, Denmark

Knowing the difference between being a co-author of an article and a co-inventor of an invention.

We have probably all been involved in cases giving cause for questions regarding inventorship. Some of these situations can get very tricky and emotional; others are pretty straightforward and can be solved in a more fact-based manner. Often our research staff do not really know when they are inventors or do not quite get the difference between being a co-author of an article and a co-inventor of an invention. No matter what, having the right inventors on patent applications is crucial for the ensuing commercialisation.

Our speaker has seen it all during her many years as a patent attorney for one of Denmark's well-known patent agencies.



18th May 2021 



Andrezej Gadkowski 

WIPO Arbitration and Mediation
Center | Switzerland



Kathleen Paisley 

Ambos NBGO | Belgium

WIPO mediation of R&D and tech transfer disputes

For many companies, universities and research entities, intellectual property has become an essential business asset as well as a means of creating value. It is being developed and exploited on an increasingly international level in various contractual relationships, such as research and development contracts, consortium agreements, licenses, manufacturing arrangements, purchase contracts, distributorships and joint ventures. Where disputes arise in the context of such an existing contractual relationship, mediation offers a low-risk and cost-effective non-confrontational procedure for dispute resolution, which can assist to further develop the relationship.

This webinar focused on the conduct of mediation, including the online conduct of mediation, with a particular reference to the practical case application of the WIPO Mediation Rules in international IP and technology disputes.



15th June 2021 



Thomas Just Sorensen 

University of Copenhagen | Denmark



Marian Verhelst 

KU Leuven | Belgium

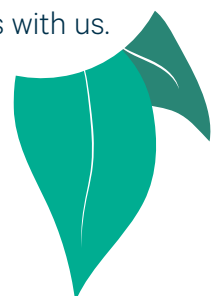
The researcher's perspective on KT

Are we also listening (enough) to our most important customers, the researchers?

Most of us have been working in knowledge transfer for many years and have established routines and procedures in our offices and research institutions. We exchange best practices, produce guidelines, observe rules and follow recommendations.

But are we also listening (enough) to our most important customers, the researchers? Do we really know what they think about our way of working? How do they perceive the information they get from us? Do our services match their needs? Do they need more or different support?

In this webinar, we have invited two researchers from different disciplines and different countries. They have both been involved in knowledge transfer and commercialisation and they shared their views and impressions of the knowledge transfer process with us.





Enrico Luzzatto



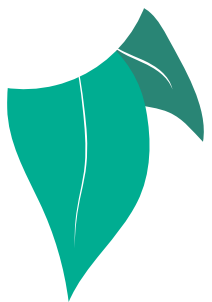
EPO | Germany

29th June 2021

The EPO in the TT landscape

We all know the EPO and its central role as patent granting authority in Europe. Less is known about the EPO's growing activity in the technology transfer field.

This online seminar cast a light on the current initiatives of the EPO in this area and its plans for the future. The role played by the cooperation with organisations such as ASTP in this context is an essential one and in the seminar this was discussed with the audience along with the concrete ways this cooperation is and may be further implemented.



14th September 2021 

Student IP Policy

At face value, this topic is very much a minority sport – but it's really just one end of the spectrum of a much more complex set of issues around academic ownership of IP which come into play when they want to create a spin-out. The broader issues are shared ownership of IP, power/veto, KT purpose and dealing with unhappy inventor-founders. Quite a lot to unravel and explore in an hour.

The webinar focuses on two aspects, the policy itself and the process by which agreements are reached with students. Both elements are critical – no matter how clear (and generous) the policy, it is often the process that gets in the way. However good the process, you're doomed if the policy is ambiguous.

During this webinar, what constitutes a good policy was defined and a few examples were showed. Tips were also shared on what makes a bad process and what can be done about it.



Jeff Skinner 

London Business School, UK





George Summerfield 
K&L Gates | USA



Matthew S. Dicke 
K&L Gates | USA



Heather Walsh 
mHUB Chicago | USA



Michael Cohen 
Baxter Healthcare Corporation | USA

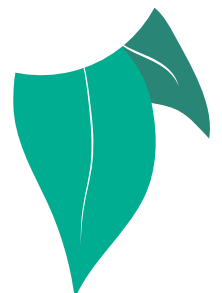
4th November 2021 

Stretching the Patent Prosecution Dollar

This was the first installment of an AMC and higher education focused webinar series on collaborative intellectual property and technology transfers.

In this panel we discussed intellectual property Procurement Strategies and Considerations for AMCs and Research Universities. The presentation covered the following topics:

- Building a patent portfolio using various cost-effective tools, such as U.S. provisional applications, utility models, design patents, and trade secrets
- What corporations value when partnering with universities and their intellectual property portfolios
- Building an intellectual property portfolio from a start-up





Sandra Aresta 

CIBIO, Research Center in Biodiversity and Genetic Resources, University of Porto | Portugal



Jacopo Fanti 

Knowledge Transfer Office of the University of Bologna | Italy



Laura Kreiling 

Paris-Saclay University, France

23rd November 2021 

Full findings of COVID-19 survey report

Between July and September 2020, ASTP set out to gain a better understanding of the impact of the pandemic on the KT community. Now, the data submitted by 252 respondents has been collated into a single report. An ad-hoc team of ASTP's Survey Committee who led this work invited KT professionals to join them to discuss the key findings.

During this webinar, a presentation of the key report insights was given, several survey respondents shared best practices and there was an interactive discussion with the webinar attendees.

You can download the final survey report [here](#) and on our [KT Survey and Metrics page](#).





Cais Jurgens



Network development Lead,
CrowdHelix | UK



Tuomas Nousiainen



Senior Consultant, European Commission
DG Research and Innovation | Belgium

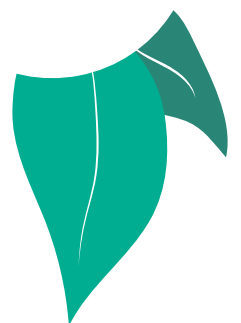
7th December 2021



Horizon Europe networking platforms

Many knowledge transfer officers support consortium building for Horizon Europe collaboration projects. This webinar provided these professionals with tools for finding expertise beyond their – and the researchers – Network.

Tuomas Nousiainen presented the Horizon Results Platform, a European Commission web-based corporate tool where you can discover the wealth of EU-funded research and innovation results and get in contact with their creators. Cais Jurgens introduced CrowdHelix: an Open Innovation platform that forges links between an international network of excellent researchers and innovating companies so that they can plan and deliver pioneering collaborative projects.





Jeff Skinner



Executive Director, Institute of Entrepreneurship and private Capital (IEPC), London Business School | UK

1st February 2022



Creating successful collaborators

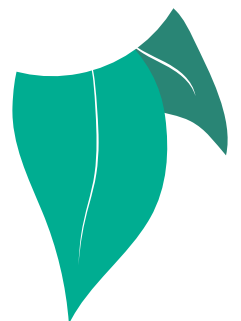
The University Technology Transfer 'industry' bangs on about licensing and spin-out creation, but industry research collaboration is generally a far more effective – and ubiquitous – form of knowledge transfer. However, businesses often find dealing with universities to be a complete pain, introducing irritating frictions into what should be a relatively straightforward transaction. This happens in part because we're trying to anticipate what the outputs will be (especially in the form of entangled foreground IP) but also because of convoluted decision-making processes and communication within our institutions. Some larger businesses have got used to this but the smaller ones and those who we're working with for the first time are left bewildered and frustrated.



Christophe Haunold



Head of Partnerships, Knowledge & Technology Transfer Office, University of Luxembourg | Luxembourg



1st March 2022



Key Success Factors for technology transfer

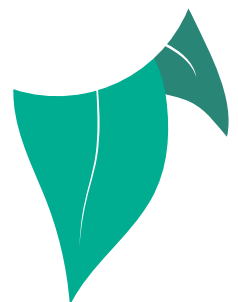


Jon Wulff Petersen



Director, TTO - a part of Plougmann
Vingtoft | Denmark

The University Technology Transfer 'industry' bangs on about licensing and spin-out creation, but industry research collaboration is generally a far more effective - and ubiquitous - form of knowledge transfer. However, businesses often find dealing with universities to be a complete pain, introducing irritating frictions into what should be a relatively straightforward transaction. This happens in part because we're trying to anticipate what the outputs will be (especially in the form of entangled foreground IP) but also because of convoluted decision-making processes and communication within our institutions. Some larger businesses have got used to this but the smaller ones and those who we're working with for the first time are left bewildered and frustrated.



15th March 2022



The three dimensions of Entrepreneurship



Russel Smith



Professor in Entrepreneurship at the Centre for Entrepreneurship and Business Incubation, University of Malta | Malta

Something is very wrong in the world of business. The truth is that around half of all new businesses, in every country, cease trading within five years. In any other context, this would be considered a global crisis. But things must be improving, right? Wrong... sustainability of new businesses over five years has remained almost static for decades. In the same period, the teaching of entrepreneurship within university Business Schools has also developed rapidly as has the academic research associated with the discipline. That should also have made a positive impact? Again, sadly not. These stark facts led my colleague Prof Philip Wragg and I to take a step back, and a hard look, at what we were doing.

Some of this is new thinking, whilst some is reliant upon traditional and proven business methodology. In other words, the New Standard Model brings old and new knowledge together rather than replace what is already known to work. Our work with over 8,000 new business founders from 36 countries has shown the approach to be effective for the reduction of risk. This is of particular relevance to Technology Transfer professionals since many of those founders were academics wishing to commercialise opportunities arising from academic research.



1st February 2022



Ioannis Sagias



Deputy Head of Unit for valorisation policies and IPR - European Commission | Belgium



Kjell-Håkan Nårfelt



Chief Strategy Advisor - VINNOVA | Sweden

Transitioning to knowledge valorisation

In response to the changing global innovation landscape, the ERA Forum for transition has been implementing a comprehensive plan to increase Europe's competitiveness. As part of it, Ioannis and Kjell-Håkan called for the drafting of the European Guiding principles for Knowledge Valorisation and related codes of practice, as an update to the 2008 Commission Recommendation on the management of intellectual Property. This new set of principles provides a policy framework and guidance to stimulate knowledge circulation and valorisation in Europe. They also help to address knowledge valorisation gaps across Member States and ensure that value creation of the publicly funded R&I results is maximised across the Union. In this webinar they gave you the vision for a more competitive Europe that called for the new set of knowledge valorisation principles and how these principles can bring a change to the European innovation ecosystem.



1st February 2022



Alan Bentley



Deputy Head of Unit for valorisation policies and IPR - European Commission | Belgium

Streaming legal documents in industry/academia partnerships

We sit at a crossroads. There is no shortage of innovations coming out of the world's university labs. Yet, our planet still faces challenges of epic proportions.

To bring innovations out of the lab and into the world requires united and proactive collaboration between scientists across both academia and industry. Of course, this is easier said than done. How can industry and academic institutions most efficiently collaborate? What solutions can be created to help both parties avoid the perennial pain point of the cumbersome legal documents process?

Tune in for this webinar led by Kevin Leland, Founder and CEO of Halo, a partnering platform where companies, scientists and startups connect to address R&D challenges. Kevin will present a case study of Bayer's Testing4Ag program, which included an MTA integration through DocuSign to streamline partner agreements with 78 institutions across 27 countries.



Kevin Leland



CEO - Halo Science, USA

He will be joined by Alan Bentley, Director of Technology Transfer at Vanderbilt University who will share his experience with MTAShare, the university's automated system for managing and processing Material Transfer Agreements.



31st May 2022



Martin Järvekülg 

Head of R&D, Click & Grow | Estonia

From Academia to Industry - a personal trial and error learning journey

Click & Grow is a developing global leader in innovative home indoor gardening solutions. As Head of Research and Development, Martin Järvekülg has, throughout his career, worked across both the private and public sectors in Estonia, and in this webinar he draws on his experience, insights, observations and the learning moments which have brought him to his current position.



21st June 2022



Robert Harrison



Patent and Trademark Attorney -
Sonnenberg Harrison Partnerschaft |
Germany

European Patent with Unitary Effect

The European Patent with Unitary Effect will probably come into force at the end of 2022 or early 2023.

What will this mean for knowledge transfer?
How will this change filing strategies?
Will we need to change our licensing agreement?

Join Patent Attorney, Robert Harrison for this webinar.





Alexandre Corjon 
TFO programme Manager -
SoScience | France



Sophie Demoures 
Executive Vice-President for Innovation -
Omnium | France

15th November 2022 

Innovation Leveraging Collective Intelligence

As a leader in sustainable and connected mobility, Plastic Omnium organized an open Innovation Challenge in partnership with SoScience. Its objective is to accelerate innovation leveraging collective intelligence, through an open innovation approach.

We will ask ourselves what are the benefits of an open innovation approach compared to more classical partnerships projects."



29th November 2022 

How to tell your best story



Philip Grother



CEO - Stepping-Stonel Luxembourg

Whether you're a start-up founder or working in a multinational, storytelling is part of our everyday lives. In fact, it's so ubiquitous that we don't realise that we are using the skill, until we become aware of how much more impactful and convincing we could be, if we learned how to tell our best story.

Philip Grother learned the hard way how to get his message across simply and effectively, whilst raising funds, generating business, and exchanging with colleagues, partners and clients. After sitting through countless pitches and presentations, and thinking about how much they could be improved, he knew that he could help, because he also has the passion to teach others how to pitch and speak in public with ease. Philip has been working with TTOs coaching and advising them on public speaking with a highlight on entrepreneurship, with significant success. Philip has been working with the TTO of the SnT,

University of Luxembourg for several years and has contributed by coaching their teams to deliver their pitch and obtain Proof-of-Concept grants. Coming from an entrepreneurial background, and having spent his career in customer facing roles, he brings a business perspective to the researchers and their pitches. The narrative he uses helps each team capture the interest of the jury, whilst retaining the technical side of each project. He aims to make the work he does with teams as transferable as possible, so that they can use it in different circumstances in the future.



Ester Bernadó



Director of Polytechnic School -
Technocampus | Spain

13th December 2022 

HEInnovate

As a self assessment tool for higher education institutions wishing to explore their entrepreneurial potential, HEInnovate was originally launched in 2013 and has since been used by 1000s of institutions across the globe. This webinar explores how HEInnovate is being used, in particular by those people working within or with universities, to uncover challenges where joint action can be taken. Rebecca Allinson, Ester Bernado and Klaus Sailer have been engaged with HEInnovate for a number of years and will tell the story of why it was set up, frame the challenges of “being entrepreneurial as a university”, how HEInnovate can be used effectively and give some real examples of change.



Klaus Sailer



CEO -Strascheg Center for
Entrepreneurship | Germany



Rebecca Allinson



Managing Partner - Technopolis | UK

17th January 2023



Equity for academic IP

The title of this webinar refers to a marriage and that is a concept not unlike that of advising a company intended as a spin-off from an academic institution. It is a long term affair between participants and it is more about business than the participants would like to admit. In this webinar I will explore the interplay between the terms of a license and receiving shares, the diverse range of classes of shares and their rights and moreover, the position of the academic institution towards the company's future stakeholders.



Marnix Posthumus Meyjes

Attorney at law - Axon Lawyers |
Netherlands



For the marriage to survive, it requires continued contributions from its inventors, investors and the academic institution. In that context the role of the academic institution is unique; it serves as a licensor so to enable the company to gain access to a vital body of science. It also sometimes serves as a shareholder, thereby boosting the validity of the company's science. The company's participants need to act as a team and thereby assume the responsibilities that are associated with their business relationship. It means adopting certain financial and reputational risks that can never be fully mitigated. In parallel, the academic institution observes its core values of scientific discovery and education which rarely align with the commercial interests it adopted by receiving shares. This raises the question whether the academic institution should receive the same class of shares as the other participants.

On behalf of my clients, I have collaborated with many academic institutions in aligning their academic interests with their shareholding interests and to coordinate these priorities with those of the company's founders, its investors and other stakeholders. This means negotiating between the terms of a license agreement, a shareholder agreement and preparing the company for its challenges with future investors and meeting scientific goals. That process is usually subject to controversy as it demands compromises from all of the company's participants.





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