

**fall conference 2012**

thursday 25 and friday 26 october

**business models  
in and for technology transfer**

**Lyon, France**



association of european science and technology transfer professionals



# introduction

Dear colleagues,

ASTP is very pleased that this year our fall conference will be held in Lyon, the "Capital of Lights". Lyon has been a centre of importance in trade and science since its origin dating back to the Gallo-Roman era. The second city of France is home to industries that have helped shape our modern world. From the silk industry, the mechanical engineering and car industries (construction of the 1st car by Marius Berliet), invention of the Cinema by the Lumière Brothers and today home to many key chemical, pharmaceutical and biotech companies, Lyon continues to prosper and innovate. However, innovation cannot prosper without research. Lyon, the most important French University site outside the Paris region is also a centre for research in Europe with the International Agency for Research on Cancer and the Neuroscience Research Centre to name but a few research centres located in the region.

This conference is made possible with the support of our Hosting Partner the Université de Lyon (federation of 18 Higher Education Institutes) and its mutualised technology transfer office, Lyon Science Transfert. Not to be overshadowed however is Lyon's reputation as the culinary centre of the country as well. Something we all look forward to enjoying together!

The theme of our conference is "Business Models in and for Technology Transfer". The key to a successful business model starts with understanding what the different types are and their key elements and which one works best for you. This will be discussed thoroughly and we look forward to your contribution to the discussions.

In addition to the traditional parallel sessions on Thursday and Friday during the conference, on Wednesday afternoon there will be two parallel sessions as well. There will be an N3 meeting (Network of National Networks) and a session dedicated to PoC for those who wish to focus on this topic. As usual there will be a walking tour through the old town and conference dinner as well as other networking moments during the conference to reconnect with your ASTP network as well as make new contacts. Go to the web site for more information on both of these extra sessions.

A bientôt à Lyon!  
See you in Lyon!

Anders Haugland  
president

Sara Matt-Leubner  
vice president programming

## our conference partners



GRAND LYON

Rhône-Alpes Région

**Anders Haugland**, President ASTP, **opening**

**Michel Lussault**, President, University of Lyon, France, **welcome to Lyon**

**Patrick Terroir**, CEO, Caisse de dépôts et Consignation - Intellectual Properties, **financing technology transfer: the European roadmap**

Moderator: Anders Haugland

**Are living labs and/or FabLabs a new way to foster innovation?**

**Laurent Ricard & Emmanuelle Roux**, Founders & Creators of a FabLab, Faclab - University of Cergy-Pontoise, France

On the basis of one living lab this new concept will be discussed

**break 10.30 – 11.00**

first parallel session 11.00 – 12.30

Moderator: Paul Van Dun

I. Best practices in technology transfer

**How to design a licence agreement?**

**Ingrid Kelly**, Technology Transfer Manager & European Patent Attorney, University of Vienna, Austria

After presenting an overview of the anatomy of a licence agreement, some contentious provisions will be examined in more detail, with the aim of gaining a balanced view of what is important to each party to a licence agreement, and why. We will then consider to what extent it is necessary or appropriate to evaluate your patent rights prior to concluding a licence deal. An interactive case study based on a real-life situation will highlight the importance of conducting adequate due diligence on inventorship.

Moderator: Sara Matt-Leubner

II. Business models in and for technology transfer

**Commercialising know-how via consulting services?**

**Richard Jennings**, Deputy Director, Cambridge Enterprise Ltd., University of Cambridge, United Kingdom

Consulting is a very efficient way of commercialising academic know-how, but is not often seen as a TT activity. In this session we will learn from a well-established consulting unit of a university, how to deal with consulting as a business. This could add value to your operation in the future!

**lunch 12.30 – 14.00**

second parallel session 14.00 – 15.15

Moderator: Karen Laigaard

I. Best practices in technology transfer

**Examples of how to deal with future IP in collaboration agreements**

**Laura MacDonald**, Head of Licensing, LURIS – University of Leiden, the Netherlands

**Mette Andrup**, Senior Legal Advisor, University of Copenhagen, Denmark

In this session learn “how can future IP be dealt with in collaboration agreements”? Are there easier ways to deal with IP than licence agreements and how can inventors get their bonus in such cases?

Moderator: Christian Stein

II. Business models in and for technology transfer

**Business model innovation**

**Bjørn Alsterberg**, Senior Business Developer, BTO – Bergen Teknologioverføring, Norway

A business model describes the rationale of how organizations create, deliver and capture value. In order to succeed getting great new knowledge/technology into the market space new thinking is a necessity. New business models have been a core ingredient for some of the largest and most profitable ventures around today.

This session gives an introduction on how to “test” your model before you launch it, improving success rates!

**break 15.15 – 15.45**

third parallel session 15.45 – 17.00

Moderator: Koen Verhoef

I. Best practices in technology transfer

**Which methods/tools/services can be used to make the TT managers life easier?**

**Annegreeth Lameijer**, Intellectual Property Manager, Technical University of Delft, the Netherlands

**Jackie Maguire**, CEO, Collier IP Management Ltd, United Kingdom

Increase effectiveness and save time by utilising the right tool, method or service to fit your situation. Which suits you best and when? Learn more about: Patent portfolio management, Patent evaluation, how to find promising inventions, how to track licence income and more!

Moderator: Maria Tavares

II. Business models in and for technology transfer

**Success rates of university spin-outs**

**Page Heller**, Director, Center for Technology Commercialization, National University of Science & Technology - MISiS, Russia

**TT impact on regional development:**

**Spin out to create new jobs or licence out to local SMEs?**

**Wim Bens**, Managing Director, Bens & Partners, the Netherlands

Are you making the impact you think you are? How can you improve/change to insure you will stay/become successful in the future?

**extraordinary general assembly (ASTP members only) 17.00 - 17.30**

**cocktail & conference dinner 17.30**





Moderator: Anders Haugland

## Results of the ASTP salary survey 2012

**Koen Verhoef**, director TTO, Netherlands Cancer Institute (NKI-AVL), the Netherlands & Vice President ASTP

Moderator: Koen Verhoef

## Expert panel discussion: How to recruit and keep high-quality staff in TTOs? How important is the remuneration level? Do bonus systems work?

**Wim Bens**, Managing Director, Bens & Partners, the Netherlands

**Richard Jennings**, Deputy Director, Cambridge Enterprise Ltd., University of Cambridge, United Kingdom

**Christian Stein**, CEO, Ascenion GmbH, Germany & Vice President ASTP

The expert panel will discuss ways to recruit, motivate and retain high quality TT professionals.

break 10.30 – 11.00

fourth parallel session 11.00 – 12.30

Moderator: Karen Laigaard

## I. Best practices in technology transfer

**The new Unitary Patent for the EU** (a major breakthrough in recent months, coming into force in 2014) coupled with **improvements to patent information services** (new classification schemes and machine translation) followed by **Complementary IP in Tech Transfer**.

**Jeremy Philpott**, Communications, European Patent Office (EPO), Germany

Moderator: Paul Van Dun

## II. Business models in and for technology transfer

### Equity management is critical to success. Which model fits which situation?

**Hannes De Wachter**, Innovation Manager, KU Leuven, Belgium

**Anja Zimmermann**, Analyst, Ascenion GmbH, Germany

Once the decision is made to create a spin-off TTOs have to manage those. Spin-off related deal structuring besides the classical topics has to include equity, board seats, etc. Conflict of interest issues have to be dealt with. Is there a policy and above all the money to go along in second, third and following financing rounds to avoid extensive dilution? Also the questions of when and how to do an exit have to be addressed. The speakers will give an overview of their TTO policies regarding spin-offs and their experiences in the past.

lunch 12.30 – 13.30

fifth parallel session 13.30 – 15.00

Moderator: Sara Matt-Leubner

## I. Best practices in technology transfer

### How to commercialize open source software or IT services?

**Yann Dietrich**, Vice President - Electronics & IT, France Brevet, France

**Laurent Kott**, CEO, IT-Translation, France

Sometimes commercializing software is quite easy by signing licence agreement, but if open source software is involved or IT services is expected to bring in some money it can become tricky. Experts from university TTOs as well as companies will share their ideas and experience with you.

Moderator: Marc Le Gal

## II. Business models in and for technology transfer

### Experiences to be shared in and outside Europe

**Ian Harvey**, Vice President, Intellectual Property Institute, United Kingdom

**Takafumi Yamamoto**, President & CEO, Todai Technology Licensing Office, University of Tokyo, Japan

Different countries fund various TT activities such as PoC funds, patent or patent scout funds. We want to share experiences on how these funded activities changed the TT scene & led to sustainable TTOs in these countries.

break 15.00 – 15.15

final plenary 15.15 – 16.15

## Rethinking our own Business Model

**Jeff Skinner**, Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School, United Kingdom

We all think that we create immense value for our university. However we sometimes have a hard job proving it. The problem is that we are often measured on direct financial return (which can be counted) whereas the majority of the value we generate is more subtle and indirect – and doesn't speak for itself. In this session we explore ways in which we appraise our own 'business model' – and thereby demonstrate to our own institutions that we're doing a great job.

closure 16.15



# proof of concepts workshop

**wednesday 24 october, 1.30 – 3.30 pm**

**venue** the Chamber of Commerce and Industry of Lyon  
Place de la Bourse, 69002 Lyon

## **Proof of concept funds**

**Karen Laigaard**, Director of Technology Transfer, University of Copenhagen, Denmark

**Nicolas Carboni**, CEO, Conectus Alsace & Chairman, SATT - Societe d'Acceleration du Transfert de Technologies, France

The Scottish Proof-of-Concept Fund was one of the first national funds to be established back in 1999. Other governments followed suit later on and various models have been introduced (funds managed directly by TTOs, several TTOs sharing a fund, government-managed funds, etc.). In this session we will present Scottish, Danish and French models and discuss what works and what does not, which results have been obtained with the help of the PoCs, which challenges each model represents and hopefully also offer some inspiration to delegates who are working to introduce PoC funds in their own countries or institutions.

Participations is free of charge, but seats are limited.

## n3 meeting

together with the French national network, Réseau C.U.R.I.E.

**wednesday 24 october, 3.45 – 5.45 pm**

**venue** the Chamber of Commerce and Industry of Lyon  
Place de la Bourse, 69002 Lyon

## **How to professionalize education in tech transfer, European common market places and an update on the Impact report**

*opening by Anders Haugland, President ASTP & Christophe Honauld, President Réseau C.U.R.I.E.*

Representatives and members of European national networks are invited to this meeting. Please visit the website to view the programme.

To register, please send an email to [ancilla.sterrenburg@astp.net](mailto:ancilla.sterrenburg@astp.net). Participation is free of charge.

## social programme

**wednesday 24 october**

### **guided tour, 4 pm**

**meeting point** tourist information office across the exit of metro station Vieux Lyon

Our social programme will start with a guided walking tour around the old city of Lyon. Participants will be divided into groups, where a local guide will lead each group and show you some of the most famous sights in Lyon. The tour will not only be informative, but entertaining and giving you the opportunity to experience the history, architecture and culture of Lyon.

### **welcome cocktail, 6 pm**

**venue** Hôtel de Ville (Lyon City Hall)

1 place de la Comédie, 69205 Lyon

After the tour, we will continue with the welcome cocktail, where you will be able to network and get acquainted with your fellow peers.



**thursday 25 october**

### **cocktail & conference dinner, 5.30 pm**

**venue** Hermés boat

We invite you to the cocktail and conference dinner on the only navigating restaurant boat in Lyon. As you sail along the Rhône and Saône rivers, enjoy French cuisine prepared on board. We will start with a short welcome drink reception on the top deck of the boat. The boat will pick us up just across the conference venue and sail at exactly 6 pm.



# general information

**date** (wednesday 24), thursday 25 & friday 26 october 2012

**conference venue** Lyon City Convention Centre (Cité Centre de Congrès Lyon), 50, quai Charles de Gaulle, 69463 Lyon cedex 06, France: tel. +33 (0)4 72 82 26 26  
[www.ccc-lyon.com](http://www.ccc-lyon.com)

**language** English

**online registration** All participants who wish to attend the conference must register in advance. Please register online via our webshop <http://webshop.astp.net>. The capacity of the conference is limited. Registrations will be handled in order of receipt. Please note that formal registration takes place only after receipt of the registration fee.

**registration fee** The registration-fee for participation of the ASTP conference is € 1020,- for ASTP members and € 1380,- for non ASTP members. A special early bird fee is valid until the 15<sup>th</sup> of September 2012 (€ 920,- for members and €1280,- for non-members). Please visit our website [www.astp.net](http://www.astp.net) for our other special offers (Turkey & CEE **countries**, students, and group discounts). All fees are exempted from VAT. The fee includes admittance to the conference and the conference dinner as well as extended conference documents, lunches and refreshments. The fee must be paid in advance to participate.

**payment** All payment must be made in € (EURO) and free of all bank and other charges. No personal or company cheques are accepted. The online credit card payments will be handled by PaySquare and does not incur any extra charges. If you prefer to receive a hard copy of the invoice and to do the payment by bank wire, an administrative fee of € 25,- will be calculated.

**cancellation** In case you are unable to attend the conference, a substitute delegate is welcome to take your place without any extra costs, if he/she carries a letter of authorisation from the original participant. If you cancel before the 25<sup>th</sup> of September 2012 an administration fee of € 95,- will be charged. Please note no refunds possible after this date.

**ASTP membership** If you are currently not an ASTP member, you can apply for membership via our webshop <http://webshop.astp.net> and register to the conference at the same time as ASTP member. You will receive a confirmation letter upon approval of membership.

**accommodation** We have several hotel suggestions in Lyon. Visit our website, [www.astp.net](http://www.astp.net) for an overview of the selected hotels. It is advisable to book your hotel room as soon as possible!

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

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

Ms Arlyta Wibowo  
Stationsweg 28A  
2312 AV Leiden  
The Netherlands  
Tel: +31 (0)71 711 35 11  
Fax: +31 (0)71 711 35 12  
[arlyta.wibowo@astp.net](mailto:arlyta.wibowo@astp.net)  
[www.astp.net](http://www.astp.net)

