



WORKING TOGETHER, SHARING EXPERIENCES

# ASTP**PROTON** Fall Meeting

23-25 November 2016 | Stockholm, Sweden

Clarion Hotel Stockholm

**Our hosting partner:**

Swedish Network for Innovation & Technology Transfer Support

**SNITTS**

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

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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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# INTRODUCTION

As our profession evolves and embraces new challenges, widens its scope and ambition to maximize the impact of knowledge transfer in society, it is key to keep on developing our know-how and network to ensure competitiveness and professionalism. The Fall meeting, with its intimate and interactive format, is a great forum to learn about the latest news in the field, to exchange and update best practices, learn new tools, meet our colleagues and build new collaborations.

The title we have adopted for the upcoming Fall meetings, “Working together, sharing experiences” clearly states its purpose: let’s co-create a strong Tech Transfer foundation with our members, for our members. During the following days, you have the opportunity to attend both presentation-type sessions, where best practices and case studies are presented and discussed with the audience, as well as workshops on some of the most challenging issues affecting our profession.

The programme was designed to address the diversity of challenges and opportunities knowledge transfer is facing, from how social innovation and open science impact on our activities, to the latest developments on proof-of-concept and university venture funds. We have also innovated on the structure of some of the sessions based on the feedback from you all, from previous meetings. Your opinion matters to us.

Networking is a vital part of this format, not only through our social events – welcome reception, conference dinner, guided tour and plenty of coffee breaks... – but also through the Knowledge Stock Exchange (KSE) that will once again be that excellent opportunity to quickly address new topics, exchange ideas, meet colleagues and learn about new initiatives and services.

Complementary to the programme, there will be a masterclass, meetings of the National Associations Advisory Committee (NAAC) and Special Interest Groups (SIG), and the Directors’ Forum.

This exciting programme and conference will take place in Stockholm, allowing us to benefit from keynote speakers from leading Swedish companies, strengthen our links with the Swedish knowledge transfer community and enjoy the beauty of the Venice of the North – its 14 islands are the home of the Nobel prize, beautiful metro stations, one of the best preserved historic districts in the world... and the ABBA. This event would not have been possible without the enthusiastic support of our local hosting partner, SNITTS, the Swedish Network for Innovation and Technology Transfer Support, our sponsors and volunteers.

Enjoy the Fall meeting. Your contribution will be essential to its success, so be prepared to share your questions, ideas, experience... and energy!

**Marta Catarino**  
President, ASTP-Proton  
**Maria Tavares**

Vice President Programming, Board & Chair, Programming Committee, ASTP-Proton

WEDNESDAY	11.00 - 15.00	Masterclass: IP Value by Arnaud Gasnier, Room: Storummet   <a href="#">page 8</a> Location: PRV (Swedish Patent & Registration Office), Valhallavägen 136, Stockholm				11.00 - 15.00	WEDNESDAY
	12.30 - 15.30	NAAC meeting, Room: Ericsson - 4th floor   <a href="#">page 9</a> Location: VINNOVA, Mäster Samuelsgatan 56, Stockholm				12.30 - 15.30	
	16.00 - 17.45	Guided tour   <a href="#">page 10</a> Meeting point: Outside metro stop T-Centralen, Drottninggatan street				16.00 - 17.45	
	18.00 - 19.30	Welcome reception   <a href="#">page 10</a> Location: Stockholm University, Aula Magna, Frescativägen 6/Universitetsvägen 10 B-C, Stockholm				18.00 - 19.30	
	19.30 - 22:00	European forum for knowledge transfer directors   <a href="#">page 10</a> Location: Eriks Gondolen - Södermalm, Stadsgården 6, Stockholm				19.30 - 22.00	
THURSDAY	08.00	<b>Conference venue: Clarion Hotel Stockholm, Ringvägen 98, 10460 Stockholm</b> Morning meeting for new members, Room: C3   <a href="#">page 14</a>				08.00	THURSDAY
	08.15	Registration desk open, Location: Art Lounge   <a href="#">page 14</a>				08.15	
	09.00 - 10.30	Welcome and opening plenary session, Room: C10   <a href="#">page 14</a>				09.00 - 10.30	
	10.30 - 11.00	Coffee break, Location: Art Lounge				10.30 - 11.00	
		Track 1: presentation	Track 2: workshop	Track 3: workshop	Track 4: workshop		
	11.00 - 12.30	Promoting the entrepreneurial mind-set Room: C10   <a href="#">page 15</a>	Central TTO and satellite TTOs Room: C3   <a href="#">page 15</a>	Proof-of-concept funds Room: C4   <a href="#">page 15</a>	Social Innovation Room: C6   <a href="#">page 16</a>	11.00 - 12.30	
	12.30 - 13.30	Lunch, Location: Art Lounge				12.30 - 13.30	
	13.30 - 15.00	Knowledge Stock Exchange				13.30 - 15.00	
		Face-to-face meetings, Room: C4   <a href="#">page 16</a>	Initiative sharing, Room: C3   <a href="#">page 17</a>	Information corner, Room: C3   <a href="#">page 17</a>			
	15.00 - 15.30	Coffee break, Location: Art Lounge				15.00 - 15.30	
15.30 - 17.00	Patents in focus Room: C10   <a href="#">page 18</a>	Open science Room: C3   <a href="#">page 18</a>	Nuts and bolts in licensing Room: C4   <a href="#">page 18</a>	Hubs, incubators, accelerators and more (SSHA), Room: C6   <a href="#">page 19</a>	15.30 - 17.00		
18.30 - 22.00	Conference dinner   <a href="#">page 19</a> Location: Skansens Restaurant Högloftet, Skansen Djurgårdsslätten 49-51, Stockholm				18.30 - 22.00		
FRIDAY	09.00 - 10.30	Plenary session, Room: C10   <a href="#">page 22</a>				09.00 - 10.30	FRIDAY
	10.30 - 11.00	Coffee break, Location: Art Lounge				10.30 - 11.00	
	11.00 - 12.30	The new wave of university venture funds Room: C10   <a href="#">page 22</a>	Working with departments to engage our researchers Room: C3   <a href="#">page 23</a>	How do we efficiently and effectively commercialise non patentable IP? Room: C4   <a href="#">page 23</a>	Profit for purpose? Room: C6   <a href="#">page 23</a>	11.00 - 12.30	
	12.30 - 13.30	Lunch, Location: Art Lounge				12.30 - 13.30	
	13.30 - 15.00	Challenges for large companies and start-ups to work together, Room: C10   <a href="#">page 24</a>	Key account management in TT Room: C3   <a href="#">page 24</a>	Researchers and their spin-outs Room: C4   <a href="#">page 24</a>	Meeting of the SIG "SSHA Valorization" Room: C6   <a href="#">page 25</a>	13.30 - 15.00	
	15.00 - 15.15	Coffee break, Location: Art Lounge				15.00 - 15.15	
	15.15 - 16.15	Final plenary and closing session, Room: C10   <a href="#">page 26</a>				15.15 - 16.15	

## 11.00 - 15.00 Half-day Masterclass

Location address: PRV (Swedish Patent & Registration Office), Valhallavägen 136, Stockholm

**Masterclass: IP value, portfolio mapping and exploitation planning – a new toolkit for TT professionals** **Room: Storummet**

Trainer: **Arnaud Gasnier**, CEO, Patentopolis BV, The Netherlands

Technology Transfer (TT) is often seen as a process, which starts from existing IP (Intellectual Property) with potential high value. This masterclass starts before that. It also takes the perspective of the customer and aims to look at IP from a portfolio and business perspective, rather than a case-by-case and legal approach. In this masterclass we aim to (re)connect IP to the rest of the organisation, not with one process (TT) but with many others (innovation, strategy, management, partnership, cooperation, consortia). Technology Transfer professionals come from diverse professional backgrounds, mainly technology and/or legal. IP can be more than operational. However, switching management from short-term, operational to long-term, strategic requires new knowledge, skills and tools. To this end, this masterclass provides you with: (1) common knowledge basis among innovation, IP and business (even for non-IP experts); (2) practical toolkit (matrix for aligning IP with market and goals; and methodology for making exploitation plans); and (3) new skills to become business partner and strategist. During the masterclass, you learn and apply these tools and skills to various real-life cases.

At the end of this masterclass, these new knowledge, tools and skills will help TT professionals move away from cost leadership, where IP is seen as a legal cost, and encourage value leadership, where IP supports value capture/creation.



*Impression of a previous masterclass*

## 12.30 - 15.30 National Association Advisory Committee (NAAC) meeting

Location address: VINNOVA, Mäster Samuelsgatan 56, Stockholm  
Room: Ericsson - 4th floor

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 Entreprises, University of Liège, Belgium | Vice-President, Board, ASTP-Proton

### DID YOU KNOW?

#### Quick facts and stories from Sweden



#### 100.000 Swedish moose hunted every year

Between 300.000 and 400.000 moose roam the Swedish woods, this despite the fact that 100.000 are shot during the yearly hunt. About 250.000 people take part in the hunt.

#### 56 days of daylight in summer

Summer in the northernmost Sweden means 56 days of daylight around the clock. Winter on the other hand, means 32 days of pure darkness.

#### 2.252.544 IKEA meatballs eaten every day

Every day, an average of 2.252.544 meatballs are eaten in all of IKEA's 384 furniture stores worldwide.

#### 1% of Sweden's waste goes to a rubbish dump

Only 1% of all household waste in Sweden ends up in a rubbish dump. More than 90% of all aluminium cans are recycled.

#### 480 days of paid parental leave

Swedish parents are entitled to 480 days of paid parental leave. Of those, 90 days are reserved for the dad.

#### 9.9 million people in Sweden

Sweden has 9.9 million inhabitants, 23% are younger than 20. 17% were born in another country.

[www.sweden.se/quick-facts/](http://www.sweden.se/quick-facts/)

## Social Programme

16.00 - 17.45 **Walking guided tour**

Meeting point: Outside metro stop T-Centralen, Drottninggatan street

The guided tour starts with a short introduction of the city center. After 30 minutes, we will arrive at city district Gamla stan, one of the best preserved districts in the city. In just one hour you will learn: how many rooms the Royal Palace has, what the statue of Saint George and the Dragon really means to Swedes, why the Old Town is bigger today than when it was first founded, where the narrowest alley in the Old Town is, what the Swedes used to put in their beer, and so on. In short: With our stories, legends and humor, we make the Old Town come alive. After this tour, our tour guide will take you by metro to the welcome reception at Stockholm University.



Join us for a walk in Stockholm - photo by Henrik Trygg

18.00 - 19.30 **Welcome reception**

Location address: Stockholm University, Aula Magna, Frescativägen 6/ Universitetsvägen 10 B-C, Stockholm

Meet and network with your peers at the welcome reception the evening before the conference officially begins. The reception begins with welcome words by our President and Mats Danielson, Vice President, External Relations of Stockholm University.

19.30 - 22.00 **European forum for knowledge transfer directors**

Location: Eriks Gondolen – Södermalm, Stadsgården 6, Stockholm

The most senior knowledge and tech transfer professionals and directors of K/TTOs are invited to network at director 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.



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

PROGRESS-TT is a 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. This is made possible 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.

**Coordinator:****Partners:**

To find out more about PROGRESS-TT and how your TTO could be involved, please contact

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Below you will find the floorplan of the Clarion Hotel Stockholm for 24-25 November.



C10: Plenaries & presentations



C3: Workshop & KSE initiative sharing - information corner

C4: Workshop & KSE face-to-face meeting

C6: Workshop



Art Lounge: Coffee breaks & lunch



ASTP-Proton desk

## ASTP-PROTON EVENTS

ASTPPROTON  
KNOWLEDGE TRANSFER EUROPE

### Training Course 1-2 December 2016 | London, UK

In collaboration with PraxisUnico

*Knowledge Exchange in the Social Sciences, Arts & Humanities (SSAH)*

[www.astp-proton.eu/ssah-pu](http://www.astp-proton.eu/ssah-pu)

### Training Course 18-20 January 2017 | Sitges, Barcelona, Spain

*Fundamentals of technology transfer*

*Marketing & negotiation*

*New! Organising your TTO for growth and success*

[www.astp-proton.eu/tc2017-1](http://www.astp-proton.eu/tc2017-1)

### SAVE THE DATE!

*Annual Conference 17-19 May 2017 | Location, TBA*

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

## PROGRESS-TT EVENTS



Save the dates for the following 8 upcoming progress-tt events:

- Workshop, 29 November 2016  
*Barcelona, Spain*
- Training, 3 February 2017  
*Bologna, Italy*
- Webinar, 6 February 2017  
*online*
- Workshop, 17 March 2017  
*Bologna Italy*
- Boot Camp, 4-6 April 2017  
*Espoo, Finland*
- Training, 30 June 2017  
*Location TBA*
- Boot Camp, 5-7 September 2017  
*Location TBA*
- Training, 19 September 2017  
*Location TBA*

No registration fee! Only limited seats available, more info: [www.progresstt.eu](http://www.progresstt.eu)

Venue: Clarion Hotel Stockholm, Ringvägen 98, 10460 Stockholm

**08.00** **Morning meeting for new members** **Room C3**  
Did you recently become an ASTP-Proton member? Join this morning meeting to know more about ASTP-Proton and share your ideas and expectations as a member

**08.15** **ASTP-Proton registration** **Art Lounge**  
Registration desk opens. Pick up your badge at the ASTP-Proton desk.

### 09.00 - 10.30 Welcome and opening plenary session

**Opening & Welcome to Stockholm** **Room: C10**  
**Marta Catarino**, President, Board, ASTP-Proton  
**Ursula Hass**, President, Swedish Network for Innovation & Technology transfer Support (SNITTS), Sweden

**Keynote speaker**  
**Knowledge Interaction between heterogeneous organisations**  
**Gunnar Holmberg**, Director of Business Development, Saab Aerosystems, Sweden

Many of today's products are complex systems subject to intense innovation, including e.g. transport, telecom, aviation and many other sectors. A key challenge for its actors is to maintain and develop the knowledge over a wide range of technologies central to their products. Concepts like open innovation are necessary, and knowledge interaction between industry and academia plays an important role. In a general sense, high tech industry creates and acquires knowledge in order to achieve unique competitiveness, while universities create and distribute knowledge through publication and education. This provides good opportunities for knowledge interaction as well as some challenges.

The presentation shares experiences and insights from knowledge interaction between heterogeneous organisations including universities and industries, thoughts on long term policy aspects as well as examples of successful practices for collaborations.

**Introduction to the programme and the Knowledge Stock Exchange (KSE)**  
**Maria Tavares**, Vice President Programming, Board, ASTP-Proton & **Marc Legal**, Member, Programming Committee, ASTP-Proton

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

**10.30 - 11.00** **Coffee Break** **Art Lounge**

**11.00 - 12.30** **First Parallel Presentation**

**Presentation** **Promoting the entrepreneurial mind-set** **Room: C10**  
**Marjan Nienke Kraak**, Head, Spin-off Group & Program Manager, Pioneer Fellowships, ETH Zürich, Switzerland  
**Jorge Fernandes**, Vice President, Innovation Program Office, DSM Innovation Center, Switzerland

We are all Entrepreneurs: It's a Mind-set, not a Business Model. When we choose to embark on a path not chartered, we are engaging in a "small act of entrepreneurship". Being entrepreneurial is essentially about thinking and doing something that we have not done before... - quote from Donna M. De Carolis, founding dean of the Charles D. Close School of Entrepreneurship at Drexel University. So if we are born as entrepreneurs- why are so many afraid of actually being entrepreneurial? How can we help to promote the entrepreneurial mind-set? This session will inform you about initiatives at the ETH Zürich and at DSM.

Moderator: **Ulrich Mahr**, Member General Management, Max-Planck-Innovation GmbH, Germany | Vice President, Board, ASTP-Proton

**11.00 - 12.30** **First Parallel Workshops**

**Workshop 1** **Central TTO and satellite TTOs - mess or miracle?** **Room: C3**  
The thoughts and strategic reasoning for establishing satellite TTOs at a research institution can be varied, more or less thought through, due to internal and/or external pressure, etc. In this workshop we will discuss various models and processes leading up to both centralising the TTO function and setting up satellites within faculties, departments or centres. We will share experiences and best practices of how we make different set-ups work to the best effect and look at organisational nightmares to be avoided.

Facilitator: **Jakob Fritz Hansen**, Director of Office for Innovation & Sector Services, Technical University of Denmark, Denmark

**Workshop 2** **Proof-of-concept funds** **Room: C4**  
Proof-of-concept (PoC) funding is a valuable tool to enable the transformation of a caterpillar to a beautiful butterfly everybody wants to buy. Caterpillars/inventions come in many shapes and forms and so do PoC funds. Some universities have their own funds, some share a fund, regions and countries have established funds to be tapped into by quite a large community of researchers, not to forget PoC funds such as the fund of the European Research Council (ERC).

In this session we will discuss various programmes, how do you establish a PoC fund, the pros and cons of different set-ups, the do's and don'ts in a PoC-programme. We will look at the application procedure, defining the application criteria, setting up a project evaluation process, how much funding to offer, etc. We will also look at some of the challenging questions that inevitably have to be dealt with as the result of having access to PoC funding.

Facilitator: **Thomas Schmidt**, Manager TTO, University of Southern Denmark, Denmark

**Workshop 3** **Social Innovation - what is it and how does it affect knowledge exchange at higher education institutions** **Room: C6**

In the workshop we will go through some fundamental aspects of social innovation and social entrepreneurship and discuss properties of social innovation as compared to other types of innovation. The workshop will further discuss how social innovation can be incorporated in the work done by knowledge exchange support units at the Higher Education Institutions (HEI) and what benefits can be achieved by proactively working with social innovations to promote knowledge exchange from especially HSS (humanities and social sciences)

Facilitator: **Thomas Arctadius**, CEO, Ayond, Sweden

12.30 - 13.30 Lunch **Art Lounge**

13.30 - 15.00 Knowledge Stock Exchange (KSE)



Initiative sharing & Information corner, **room C3**



Face-to-face meeting, **room C4**

The Knowledge Stock Exchange (KSE) is divided in micro-sessions of 15 minutes. You can move from one room to another, every 15 minutes.

**Face-to-face meetings** **Room: C4**

If you want to meet people to discuss a general or specific interest, you can sign up at the ASTP-Proton desk. The moderator will help you to meet the right person.

13:30 - 13:45	Meeting 1	14:15 - 14:30	Meeting 4
13:45 - 14:00	Meeting 2	14:30 - 14:45	Meeting 5
14:00 - 14:15	Meeting 3	14:45 - 15:00	Meeting 6

**Initiative sharing** **Room: C3**

TTOs present their initiative or problem they are facing. Let these TTOs be a source of inspiration or attend to possibly identify some partners.

**13:30 - 13:45** **Sharing reagents**  
Ole Christian Hjelstuen, Inven2, Norway

Inven2Biologics is a portal to make cell lines, antibodies and other research tools that our scientists have made for their own research available for others. We are now ready to decide on whether to lift or let go.

**13:45 - 14:00** **Nation-wide TTO**  
Einar Mäntylä, University of Iceland, Iceland

In Iceland, we are about to create a single nation-wide TTO to serve the universities, and research institutions.

**14:00 - 14:15** **Award competition for KT/impact of Science**  
Koen Verhoef, Netherlands Cancer Institute, The Netherlands

We consider organising an award competition for knowledge transfer/impact of science in The Netherlands.

**Information corner** **Room: C3**

Institutions and companies present their activities. Find out what they could mean for you.

**14:15 - 14:30** **Progress-TT**  
Laura MacDonald, General Manager, ASTP-Proton

Attend this session and hear more about what this EU funded project could mean for your TTO.

**14:30 - 14:45** **How to become an RTTP?**  
Steven Tan, Vice President, Board, ASTP-Proton

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.

**14:45 - 15:00** **Wellcome Trust**  
Daniel Nelki, Lead on Science to Health, Wellcome Trust, UK

Wellcome Trust, as UK based charity, support projects in universities and companies aiming to improve health and will work with TTOs.

15.00 - 15.30 Coffee Break **Art Lounge**

## 15.30 - 17.00 Second Parallel Presentation

Presentation **Patents in Focus** Room: C10

**Robert Harrison**, European Patent Attorney, 24IP Law Group, Germany  
**Åsa Fohlin**, Patent Examiner, Swedish Patent and Registration Office, Sweden

Patents are an essential activity in every TTO. In this session you will learn from a patent office, useful tips how to do patent searches for deciding if an invention is worth filing. A patent attorney will elucidate how to include the search results into the patent application. We aim for an experience exchange on easy search tools which can be used by researchers for their research planning, and how to find and follow up competing patents to include in the commercialisation strategy.

Moreover, recent developments at the European Patent Office (EPO) relevant for TTOs will be presented and discussed such as the Early Certainty Initiative, PACE requests & preparing response.

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

## 15.30 - 17.00 Second Parallel Workshops

Workshop 1 **Open science - how to participate as a TTO - the proactive approach** Room: C3

In EU the Open Science initiative describes the ongoing transitions in the way research is performed, researchers collaborate, knowledge is shared, and science is organised. It represents a new approach to the scientific process based on cooperative work and new ways of knowledge distribution using digital technologies and new collaborative tools. Implementing Open Science will influence on the way academics interact with each other, industry and society.

How can the TT community participate in these changes and what can become the consequences?

Facilitator: **Alea López de San Román**, Policy Officer, League of European Research Universities (LERU), Belgium

Workshop 2 **Nuts and bolts in licensing** Room: C4

This workshop is about preparing for the first meeting with a (potential) licensee and includes principles of contract drafting from term sheet to option and license agreement. Besides commercial terms (which are not considered in this workshop) what are important clauses especially for a public research organisation and why should you pay special attention to termination, research license, limitation of liability, escrow, diligence etc.

Moreover, the workshop will be highlighted by cases studies.

Facilitator: **Florian Beilhack**, Legal Counsel, Max Planck Innovation GmbH, Germany

Workshop 3 **Hubs, incubators, accelerators and more: How to relate it with SSHA** Room: C6

Hubs, incubators, and accelerators gain more and more importance as measures to transfer technologies and knowledge into economy and society. In a recent survey in Germany these concepts have been positioned as heavily future relevant transfer concepts. In parallel a quest is on the way how to exploit the potential of Social Sciences, Humanities, and the Arts (SSHA) for society and economy in a most effective way. Given these two movements the idea arises if and how these two concepts might be merged in order to optimize outcomes of each.

This leads to an integrative perspective that causes two questions:

- In which way may SSHA be capable to support “traditional” hub, incubators, and accelerators?
- How the concept of hub, incubators, and accelerators might be applied to SSHA?

These questions will be discussed in this workshop. The goal of the session is to find ways to create mutual benefits for sciences and SSHA transfer. KTOs will learn about how to exploit SSHA for incubating actions and how to apply hub concepts to SSHA. The session will consist of a brief overview about relevant movements in Europe, followed by an interactive discussion of opportunities and issues when it comes to merging hubs etc. and SSHA.

Facilitator: **Christoph Köller**, Managing Partner, Görgen & Köller GmbH, Germany

## 18.30 Conference dinner Location: Skansens Restaurant Högloftet

Location address: Skansens Restaurant Högloftet, Skansen Djurgårdsslätten 49-51, Stockholm



We will gather in the lobby of the hotel. At 18.30, a bus will take us to the conference dinner. The conference dinner restaurant is located in one of the oldest open-air museums in the world and also the Stockholm zoo, with animals native to Scandinavia. 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. The bus will take us back to the Clarion Stockholm Hotel around 22.00.

# SNITTS

## SWEDISH NETWORK FOR INNOVATION & TECHNOLOGY TRANSFER SUPPORT

SNITTS is the Swedish association for individuals and organisations that work, both strategic and hands on with knowledge exchange and dissemination of research.

SNITTS provides professional development for its members through monitoring the outer world, creating awareness and development of their skills.

You find members of SNITTS throughout the Swedish innovation support system; within academia, institutes, industry and the public sector.

### SNITTS offers:

- Fundamental Training
- Workshops and seminars
- Studytrips
- Special Interest Groups
- Annual conference: Innovation by Collaboration

Join us next year in Stockholm 21-22 September!  
More information: [www.innovationbycollaboration.se](http://www.innovationbycollaboration.se)

Partner Association of:

**ATTP**  
alliance of technology transfer professionals

[www.snitts.se](http://www.snitts.se)



# 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.



### Awareness

- 100 000 SMEs, intermediaries, investors and policy makers

### Knowledge & training

- 3000 SMES
- 200+ Investors

### Coaching & Benchmarking

- 1000+ SMEs
- 200+ coaches

### Facilitate Investment

- 450+ SMEs
- 50 investments

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

### Project Partners



## Plenary Session

09.00 - 10.30 **Insights from the association** Room: C10**Marta Catarino**, President, Board, ASTP-Proton

## Keynote speaker

**Web intelligence for large scale competitive intelligence****Staffan Truvé**, CTO & Co-Founder, Recorded Future, Sweden

Web intelligence uses information from all over the web - big media, blogs, social media, and even the deep and dark web to gather and organize information. Natural language processing is used to transform unstructured text into structured data, which allows for quantitative analysis, trend spotting, predictions etc. This talk will describe how the Recorded Future Web Intelligence Engine works, and illustrate its use for competitive intelligence through a range of examples.

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

10.30 - 11.00 **Coffee Break** Art Lounge11.00 - 12.30 **Third Parallel Presentation**Presentation **The new wave of university venture funds and how** Room: C10**funding models are changing****Tony Raven**, Chief Executive, Cambridge Enterprise Limited, University of Cambridge, UK**Harm de Vries**, Partner, Innovation Industries, The Netherlands

This session will look at the new wave of university owned or university associated venture investment funds being created by institutions/universities to support their spin-out processes and will highlight some of the different models adopted. For example, one such model is the new “patient capital” model enabling investment for the 20+ years sometimes needed to get a university technology to market. In some countries, patient capital is now overtaking venture capital as the dominant source of tech investment. Through some case studies, we will hear about what is driving this new wave, the benefits, challenges and experiences both good and bad of setting up investment funds.

Moderator: **Steven Tan**, CEO, Cirrus Venture Management, The Netherlands  
| Vice President, Board, ASTP-Proton

11.00 - 12.30 **Third Parallel Workshops**Workshop 1 **Working with departments to engage our researchers** Room: C3

The innovation and impact agenda have put researchers and departments under increasing pressure. Sometimes heads of departments are unsure of how to work with the TTO, some departments may become a bit too active and go their own ways and others do not show any interest at all. On the other hand, the TTO may not engage the departmental management enough or in the best possible way. Through discussions with a department head this workshop will explore ways in which the TTO and the department can optimise collaboration in order to engage the researchers and get the most out of the commercialisation potential to the benefit of all.

Speaker: **Svend Christensen**, Head of Department of Plant and Environmental Sciences, University of Copenhagen, Denmark  
Facilitator: **Karen Laigaard**, Head of TTO, University of Copenhagen, Denmark | Member, Programming Committee, ASTP-Proton

Workshop 2 **How do we efficiently and effectively commercialise non patentable IP?** Room: C4

TTOs traditionally focus their resources on commercialisation of registerable IP such as patents and trademarks. While this has many benefits, there is money to be made and impact to be had via the commercialisation of non-registered or un-registered IP such as copyright and material rights. Examples of this are software and multimedia as well as reagents such as cell lines, antibodies, DNA constructs, transgenic animals, proteins, small molecules. The “long tail” is a challenge for most TTOs and in this workshop you will have the opportunity to discuss the challenges faced and to share ideas and practices when managing these sorts of assets and deals.

Facilitator: **Christopher Arnot**, Manager Research Tools, Cambridge Enterprise Limited, University of Cambridge, UK

Workshop 3 **Profit for purpose? - What is the strategic fundament for a TTO?** Room: C6

TTOs are all products of their environment and the ones described as successful are often those who are profitable. Many TTO stakeholders will evaluate their own TTO with this in mind, and expect to see a development along this parameter. On the other hand most of the TTOs have not yet experienced being profitable and even those being profitable often have become so based upon very few deals. Should we aim at profitability as a main parameter or will this hinder transfer of less commercial results. Is the wider focus on impact an effective tool to enhance exploitation of research results, or just an excuse for not delivering profit.

Facilitators: **Anders Haugland**, Managing Director, BTO, Norway | Member Programming Committee, ASTP-Proton & **Henric Rhedin**, Business Developer,

Institute for Innovation and Social Change School of Business, Economics and Law, University of Gothenburg, Sweden | Vice President, Board, ASTP-Proton

12.30 - 13.30 Lunch Art Lounge

13.30 - 15.00 Fourth Parallel Presentation

Presentation **Of elephants and mice - challenges for large companies and start-ups to work together** Room: C10

**Ruud Albers**, CEO, Nutrileads, The Netherlands

**Bernd Mussler**, Innovation Project Director, DSM Nutritional Products, Switzerland

In May 2016, DSM-nutritional products, a global player in ingredients to the feed, food, pharmaceutical and personal care industries, and Nutrileads, a recent start-up developing health promoting ingredients, signed a collaboration agreement. We will elaborate on the challenges faced at either side to come to an initial agreement and to find a way of working that adds value and speeds up development, while being adapted to the needs of an established multinational at the one hand and a VC-backed start-up of 4 persons at the other.

Moderator: **Maria Tavares**, Innovation Project Director, DSM Nutritional Products, Switzerland | Vice President, Board, ASTP-Proton

13.30 - 15.00 Fourth Parallel Workshops

Workshop 1 **Key account management in technology transfer** Room: C3

TTOs are increasingly taking a more pro-active and strategic approach for marketing their technologies to industry partners. Here key account management may play a central role to gain a thorough understanding of key customers, including where a customized approach can increase successful relationship-building. This workshop discusses the pros and cons and the essentials of implementing such key account management system in a TTO and what is required by the respective PRO (Public Research Organisation).

Facilitator: **Melanie Hardman**, Head, Ximbio, United Kingdom

Workshop 2 **Researchers and their spin-outs - managing conflicts of interest** Room: C4

Most research institutions actively encourage researchers to start new research-based companies. We establish innovation hubs, adopt spin-out policies and offer courses to entrepreneurial researchers. When dealing with spin-outs the TTOs often encounter complex situations where they must manage conflicts of interest issues while actively assisting the researchers and their spin-outs. How to manage the spin-outs use of university

resources? How do you deal with pipeline licensing from the researcher's lab to the researcher's spin-out? Are we negotiating with a university researcher or a private company?

In this workshop we will identify common issues and discuss how to deal with them for the benefit of the institution as well as the spin-out company.

Facilitator: **Martin Raditsch**, Managing Director Business, InnovationLab GmbH, Germany | Member, Professional Development Committee, ASTP-Proton

13.30 - 15.00 **Meeting of the Special Interest Group "SSHA Valorization"** Room: C6

Activities regarding valorization of Social Sciences, Humanities and Arts research (SSHA) are getting momentum in Europe. Plenty of actions and programs have been started all over the place. It is time to get an update on recent and running initiatives. The goal of the workshop is therefore to get an overview of current activities for supporting valorization of SSHA. Workshop attendants will present different activities that are happening in their respective institutions or countries focusing on improving valorization from SSHA (like offers as a KTO for SSHA researchers, political activities, funding schemes and new projects). The goal is to collect these activities and put them together in a 2016 status report on SSHA valorization.

This workshop is part of the activities of the SIG "SSHA Valorization". The group was founded in 2015 and has regular meetings at ASTP-Proton conferences but also outside of the formal events to discuss SSHA topics and share experiences.

Facilitator: **Christoph Köller**, Managing Partner, Görden & Köller GmbH, Germany & **Jennifer Görden**, Project Manager, Görden & Köller GmbH, Germany

15.00 - 15.15 Coffee Break Art Lounge

## Final Plenary and Closing Session

15:15 - 16:15 **Crystal ball gazing - what exciting challenges and changes will we face over the next 10 years** Room: C10

## Keynote speaker

**Anne JM Norman**, Insights Manager, IKEA of Sweden, Sweden

What does the future hold by way of innovation through internationalisation and collaboration and how can this benefit society? We will hear from the perspective of one Swedish company, IKEA, on what they view the challenges, trends and opportunities are over the next few years. Also how through collaboration with universities and research institutes, globally, they can make a difference through creating a better everyday life for many people.

## Closing by President

Moderator: **Marta Catarino**, Director, TecMinho, University of Minho, Portugal  
| 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 ten technology associations listed below. The founding ATTP associations are: ASTP-Proton, AUTM, KCA and PraxisUnico. The associations that have since joined ATTP are: SNITTS, SARIMA, STEM, TechnologieAllianz, UNITT and USIMP.

## ATTP Mission

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 at [www.attp.info](http://www.attp.info).

Next review date:

1 January 2017

ASTPPROTON  
KNOWLEDGE TRANSFER EUROPE

AUTM

KCA  
KNOWLEDGE  
COMPENSATION  
AUTHORITY

PraxisUnico.

SNITTS  
SWEDISH NETWORK FOR INNOVATION  
& TECHNOLOGY TRANSFER SUPPORT

SARIMA Technologie//Allianz

UNITT  
UNIVERSITY NETWORK OF INNOVATION  
& TECHNOLOGY TRANSFER

UNIVERSITÄT  
SARAJEVO  
INSTITUT  
ZA  
STUDIJE  
I  
RAZVOJ  
TEHNIČKE  
KULTURE

STEM  
Scaling Technology Management



**Marta Catarino**  
**President**  
 Director, TecMinho  
 University of Minho, Portugal



**Ulrich Mahr**  
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 Director TTO, University  
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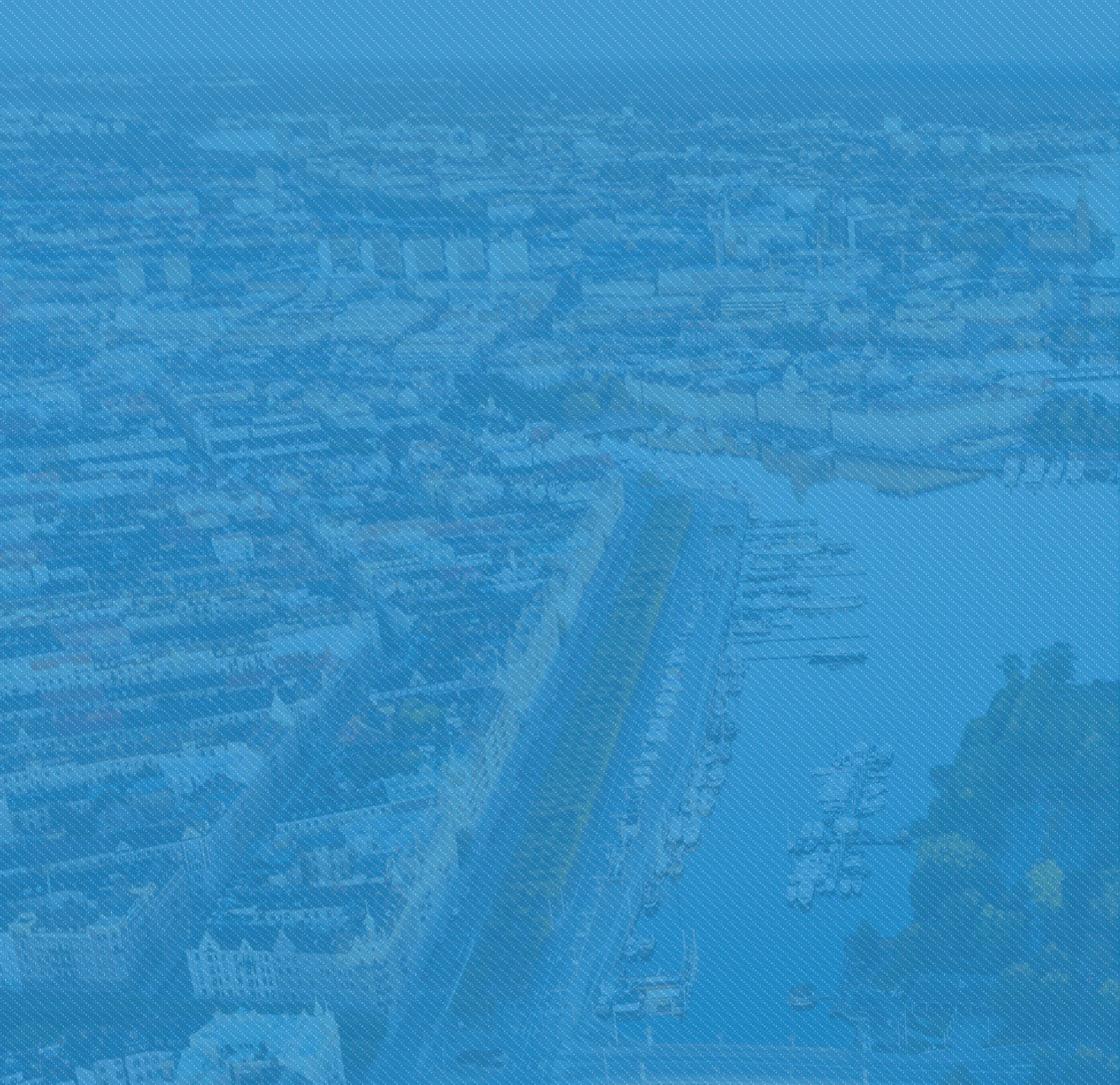
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