

Commercialising Technology Workshop

21th & 22nd November 2018
ACCIÓ: Passeig de Gràcia 129, Barcelona

Day 1 – Wednesday, 21 November 2018

8.30 - 9.00 **Registration**

9.00 - 9.05 **Welcome**

9.05-10.30 **Developing a commercial strategy for a technology**

Learning objectives:

- Successful commercialization needs the idea + commercial strategy + execution.
- To know the five key elements (5-E) of a commercial strategy.
- Using a 'Plan A' commercial strategy as a springboard for action, planning
- How the viable strategy evolves from the 'Plan A' strategy.
- The need to engage with users to test and refine idea

10.30-11.00 **Coffee Break**

11.00-13.00 **When a bad commercial strategy can undermine a great technology**

Learning objectives:

- Practising the 5-E frameworks
- Which 'risks' can be analysed and which you can only crystallise by launching.
- The importance of identifying and working with innovators and opinion-leaders
- The major sources of value an entrepreneur builds in a business

13.00-14.00 **Lunch**

14.00-15.15 **Using Proof of Concept funds wisely**

Learning objectives:

- 'Valorisation', 'Proof of concept' strategy
- Differentiating 'proof of concept' from 'proof of value'
- Identifying the 'customer' – whose money you need next.
- Value chain analysis – working out who your success is dependent on
- When to start building relationships with potential partners

15.15-15.45 **Coffee Break**

15.45-17.15 **Developing a commercial plan for your technology**

Having spent the day thinking through how 'value' is created in the eyes of potential collaborators and investors, we now ask how the same thinking can be applied in the context of some actual projects brought by fellow participants.

Day 2 – Thursday, 22 November 2018

9.00- 9.30 **Registration**

9.30-10.30 **Knowing the right people to “market” to**

In this session we use some examples to explore what is involved and the techniques we should use to identify the right companies and people, how to contact them and how to build their interest.

1. Sources of information on sectors, businesses.
2. Identifying the decision makers and influencers inside an organisation.
3. The best way of contacting the right people.

10.30-11.00 **Coffee Break**

11.00-13.00 **Testing your value proposition and securing the first ‘deal’**

Learning objectives:

- The limitations of presentations
- How to prepare for meetings with potential partners
- The ‘value proposition’.
- Structuring conversations with potential collaborators
- The anatomy and ambition of the first deal

13.00-14.00 **Lunch**

14.00-15.15 **Resolving conflicting interests in and deriving value from collaboration agreements**

Learning objectives:

- The major issues that arise in an Industrial Collaboration Agreement
- Managing the relationship between academic and TTO
- Governing what is ‘reasonable’ in relation to foreground intellectual Property
- Dispute resolution

15.15-15.45 **Coffee Break**

15.45-17.15 **Overcoming roadblocks and achieving the ideal deal**

In this final session we once again turn the attention back to participants’ own technologies. We will discuss a few cases where there is a real opportunity or impasse and we will apply some of the learnings and strategies covered in the course.