

Technology valuation & IP commercialization Workshop

by **Afarin Bellisario** (former Technology Licensing Officer at Massachusetts Institute of Technology - MIT)

7th - 8th - 9th May 2018

ACCIÓ: Passeig de Gràcia 129, Barcelona

Day 1 (Monday 7th May): Creating Impact & Value

09.00h **Registration**

09.30h **Welcome by ACCIÓ**

09.40h - Creating value/impact. Why determining impact & Value correspond to impact

- Solution, application, utility & target customers
 - Minimum acceptable options
 - Costs and risks
- Customers and stakeholders
- Benefits, Value
 - Type of value add
 - Decision making. Economic vs. perceptual value

11.30h **Coffee Break**

12.00h - Value vis a vis competition

- Value over time
- Technologies with multiple applications & Beach markets
- Risks
- Selecting market
- Model to help with decisions making
- Working with TTO

14.30h **Wrap up**

Day 2 (Tuesday 8th May): Road to commercialization and IP value

09.00h **Registration**

- 09.30h - Revenue models & commercialization strategy
- Risks and rewards
 - Sales, lease, licensing and other modes of monetizing
 - Value creation chain and business models: B2B, B2C, C2C

11.30h **Coffee Break**

- 12.00h - Role of Intellectual Property
- Business value of IP & relationship to solution
 - IP protection
- IP Strategy
- IP for starting & sustaining a business
- Role of IP in R&D
 - IP issues in sponsorship & collaboration

14.30h **Wrap up**

Day 3 (Wednesday 9th May): Licensing as commercialization strategy

09.00h **Registration**

- 09.30h - When licensing makes sense
- Who to license to?
- Methods to evaluate Technology. Application and value of IP
- Technology, Data basis, brand, etc

11.30h **Coffee Break**

- 12.00h - Practical aspects. Finding pricing & customer data
- Determining the critical data, sources to obtain
 - How to use public data, market reports
 - How to identify stakeholders and collect data
- Nonmonetary terms
- Maximizing value of IP and Pit falls
- Practical cases

14.30h **Closure**