

**Workshop****Habits of Highly Successful TTOs****Level****Intermediate****Duration****1 day** – 8.30am to 5.00pm.**Program**

A detailed description of the workshop program is below.

**How this workshop helps tech transfer professionals**

This workshop goes beyond tech transfer best practice.

Its focus is upon that which the most successful tech transfer offices do that is beyond best practice.

- What do they do that is different?
- What strategies and methodologies do they employ that are different to those of other tech transfer offices?
- What practices do TTOs avoid?

Our workshop is more than about best practice. It is about the better practice of the most highly successful TTOs in Australia and the United States.

Better practices covered range from fostering a culture of commercialisation and entrepreneurship amongst scientists, to recognising and selecting the commercialisation projects that are most likely to lead to commercialisation success. And from better practices to find commercial partners, to better practices on how to pitch a technology project to them to make them receptive to you, and more likely to be persuaded by you.

But ultimately, our workshop is about improving a TTO's commercialisation scorecard.

That is, securing more commercialisation “hits” and less “misses,” by equipping the TTO with the proven strategies and practices employed by the most successful TTOs.

**Customisation**

The content of this workshop can be changed and customised to enable specific learning objectives to be achieved.

**Presenter**

Philip Mendes

**Delivery style**

Interactive workshop style.

Emphasis on discussion, participants asking questions, contributing their comments, and sharing their experiences.

We find that this interactive workshop style keeps participants alert and achieves a more effective learning and skills building outcome.

**Materials**

Each participant receives a set of bound workshop materials which will be an ongoing reference resource.

**Certificate of Completion**

A Certificate of Completion is provided to each participant.

## HABITS OF HIGHLY SUCCESSFUL TTOS

8.30	<b>Welcome and Introductions</b>	
9.00	<b>How Highly Successful TTOs Foster a Culture of Commercialisation and Entrepreneurship</b>	How Highly Successful TTOs create and nurture a culture of commercialisation amongst researchers. Successful strategies and steps that they take to foster the right environment. Successful programs and strategies that help destroy some of the myths and misunderstandings that researchers have. Successful strategies to influence researchers, and what to influence them about.
9.30		
10.00		
10.30	<b>Morning Tea</b>	
11.00	<b>How Highly Successful TTOs Assess Commercialisation Prospects</b>	Not every invention can be successfully commercialised. Trying to commercialise projects that lack commercial merit wastefully takes up takes up the TTO's time, staff and resources. Criteria to assess projects most likely to be successfully commercialised.
11.30	<b>Highly Successful TTO's Commercialisation Window</b>	When should commercialisation efforts start? What is the criteria? More importantly, when should commercialisation efforts on a project cease? Criteria to objectively assess discontinuing further commercialisation efforts and resources on a failing project.
12.00	<b>How Highly Successful TTOs Make Patenting Decisions</b>	How decisions to patent (or not patent) are made. Criteria. Who decides? In different circumstances, what type of application is made (provisional, PCT, national) and why. Decision making processes and choices.
12.30	<b>Lunch</b>	
1.30	<b>How Highly Successful TTOs Manage Commercialisation Projects</b>	Having assessed a project as having commercialisation merit, how is it managed? TTOs have more projects with merit to commercialise than they have the staff, time and resources to dedicate to all of them. How do they prioritise projects to decide which get attention, which get less attention, or have attention deferred? Decision making processes and criteria.
2.00	<b>How Highly Successful TTOs Improve Start-Up Success Rates</b>	Regrettably, most start-up companies and spin-out companies will fail. But that is a fact of life. What can be done to minimise the failure rate? Why start-ups and spin-outs fail. Being equipped to minimise the failure rate, and increasing the prospects of their success. Best practice license terms to a start-up / spin-out.
2.30	<b>How Highly Successful TTOs find Commercial Partners</b>	How highly successful TTOs find company collaborators to sponsor research and to license technologies. Where do they go to find them? What do they do to find them? What referral sources are most successful? What strategies do they employ?
3.00	<b>Afternoon Tea</b>	
3.30	<b>How Highly Successful TTOs pitch to Commercial Partners</b>	What is a company is thinking when a technology opportunity is pitched to it. To win over a company to its technology opportunity, what do highly successful TTOs cover and how do they cover it – and, what do they leave out of their pitch.
4.00	<b>Top 10 Commercialisation Mistakes Highly Successful TTOs don't make</b>	Top 10 lessons learned by highly successful TTOs. Commercialisation mistakes they used to make, and ensure that they don't make anymore.
4.30	<b>KPIs &amp; Fairly Judging a TTO's Performance</b>	A TTO cannot be fairly judged by simply looking at a profit and loss statement. Nor can it be fairly judged by the number of invention disclosures and patent applications filed. That just measures activity. Criteria applied to highly successful TTOs to judge their performance when its neither money nor quantity of activity.
5.00	<b>Close</b>	