

HABITS OF HIGHLY SUCCESSFUL TTOS & THEIR BUSINESS DEVELOPMENT STAFF
 [Times are approximate. Please expect that the duration of breaks may be shortened throughout the day]

8.45	Arrive	
9.00	How Highly Successful TTOs Foster a Culture of Commercialisation and Entrepreneurship	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.
10.30	Morning Tea	
11.00	How Highly Successful TTOs Assess Commercialisation Prospects	Not every invention can be successfully commercialised. Trying to commercialise projects that lack commercialisation merit wastefully takes up takes up the TTO's time, staff and resources, which can be better deployed on commercialisation projects that have merit. Criteria to assess projects most likely to be successfully commercialised.
	Highly Successful TTO's Commercialisation Window	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.
	How Highly Successful TTOs Make Patenting Decisions	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	Lunch	
1.30	How Highly Successful TTOs Manage Commercialisation Projects	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.
	How Highly Successful TTOs find Commercial Partners	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?
	How Highly Successful TTOs Maximise the Value Proposition for Potential Licensees	What terms of a license will incentive a potential licensee? What terms of a license to a startup will incentivise an investor to invest in a startup. The right terms will maximise the value proposition and incentivise and improve the commercialisation scorecard. The wrong terms will disincentivise a licensee or investor and result in a modest commercialisation scorecard, or even a scoreless commercialisation scorecard.
3.00	Afternoon Tea	
3.30	How Highly Successful TTOs pitch to Commercial Partners	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.
	Top 10 Commercialisation Mistakes Highly Successful TTOs don't make	Top 10 lessons learned by highly successful TTOs. Commercialisation mistakes they used to make and ensure that they don't make anymore.
	KPIs & Fairly Judging a TTO's Performance	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	Close	