



UNIVERSITY OF
CAMBRIDGE
enterprise

9-13 September 2019

- Technology Transfer Staff
- Researchers
- Innovators
- Innovation Policymakers

Deadline 12 July 2019



Research

Commercialisation

Consultancy, licensing & business creation

This five day residential course of lectures, workshops and visits in Cambridge, UK, is aimed at those who wish to understand the basics of how new ideas and research results are commercialised at the University of Cambridge and in the wider Cambridge Cluster.

It is likely to be of particular relevance to university technology transfer staff, academic entrepreneurs, government advisors and policymakers developing knowledge-based economies wishing to spin-out or out-license new technologies or deliver consultancy based on university expertise and knowledge from research.

**Five day
course**

**Broad
Scope**

**Expert
Facilitators**

www.enterprise.cam.ac.uk/openprogramme2019

Course dates, fee and venue

The course will start on Monday 9 September 2019 at 9am and finish on Friday 13 September 2019 at 5pm.

There will be a drinks reception with Cambridge Enterprise staff during the week, plus a closing dinner on the last evening of the course.

The course will mainly be held on the University of Cambridge's West Cambridge Campus, with some sessions delivered elsewhere in Cambridge.



The course fee is £2,750 (+ Value Added Tax where applicable) per delegate. This includes all course sessions, materials, accommodation, lunches and refreshments, as well as:

- a welcome reception on the first evening of the course and a closing dinner on the last evening of the course;
- subject to demand and availability, some optional leisure activities.

The fee excludes the following:

- transport to and from Cambridge;
- breakfasts and dinners (except for the closing dinner);
- transport between accommodation and venues.

Attendance on this course will be strictly limited to a maximum of 20 delegates.

"The course was very professionally run and the open environment allowed for in-depth group discussions to flow. I would thoroughly recommend this course to any institution looking to expand their research commercialisation activities."

Course content and outcomes



"I found the course very compelling. They were extremely generous with the knowledge shared with us and they included very crucial and tangible information about commercialisation. We are definitely going to take the best practices we've discussed and tailor them to the needs of our country. Thank you Cambridge Enterprise team!"

The course will offer a mixture of plenary and parallel sessions covering the following topics:

- Principles of research commercialisation
- Researching the market for new innovations
- Innovation evaluation and valuation
- The spin-out versus licence decision
- Technology out-licensing
- Negotiation skills
- Creating and developing a new knowledge-based venture
- Developing a commercialisation strategy
- Building the team
- Raising finance
- Delivering consultancy services

The key learning objectives are:

☉ To develop a broad understanding of research commercialisation practices in the UK

☉ To understand how to evaluate and pursue the most appropriate research commercialisation route

☉ To learn techniques for negotiating and structuring technology out-licensing agreements

☉ To learn the principles behind successfully financing and developing knowledge-based ventures

Course highlights

The programme will allow for some optional free time and, subject to demand and availability, the following organised leisure activities:

- A guided walking tour of a Cambridge College
- Punting on the river Cam

Attendance certificates will be provided at the end of the course.

The training sessions will be delivered by experienced trainers and practitioners with direct experience of research commercialisation, raising finance and developing knowledge-based ventures.

To download an application form, please visit

www.enterprise.cam.ac.uk/openprogramme2019

- ① Our courses have proved very popular in the past, so early registration is recommended.

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