



Building a common framework for Technology Transfer Managers



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- TT managers

Presentation

Structure presentation:

1. Recap (aim project, situation in Europe)
2. Framework for TT managers:
 - Content: skills and competences of TT/KT-professionals
 - Structure: the profession of TT/KT

Building a common framework for

- TT managers: *Recap*

Aim of the CERT-TTT-M project:

To professionalize the TT/KT profession through training where the students are recognised/certified as professionals

Building a common framework for

- TT managers: *Recap*

Earlier studies pointed out that in Europe:

- There is a lack of TT skilled people
- No registered TT profession
- No TT education / training programme recognised all over Europe

This was confirmed by the surveys and inventarisation of the CERT-TTT-M project



- TT managers: Recap

Demand-side

Interest

- Between 37% and 52% of respondents would be interested to receive training on at least one skill
- 83% indicated that their organization would be interested to receive training on at least one skill

Market Size

- 22.700 Technology Transfer Professionals in Europe
- 18.880 are interested in participating in such a training

Certification

- 73% indicated that it is important to receive a European-wide recognized certification

Building a common framework for

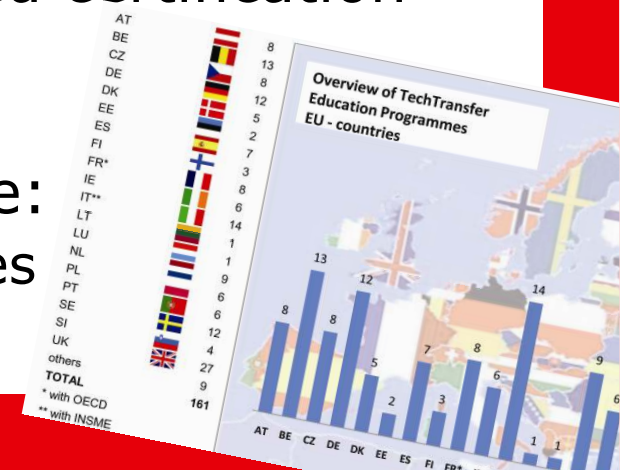
- TT managers: *Recap*

Supply-side

Mismatch

- Skills supplied \neq skills ranked most important on demand side
- Optimal duration supplied \neq no recognized certification
- Optimal fee supplied \neq no recognized certification

Courses spread over the whole of Europe:
Sample: 161 courses in 19 EU-countries



- TT managers: *Startingpoint*

First: focus

- Design content and framework should focus on:
 - people who are and/or starting to working in the technology transfer field;
 - who manage the whole technology transfer proces;

He/she is not a specialist in certain TT-area's (for example IPR, industry specific expertise, or business development), but he/she knows enough to direct/manage the specialists in the proces

- TT managers: *Startingpoint*

First: focus

- The focus is bottom-up approach. This means that:
 - The proces of designing was bottom-up, meaning using the expertise from people in the field of TT;
 - The framework itself should have a bottom-up perspective;

- TT managers: *Startingpoint*

First: focus

- Startingpoint: the profession of technology transfer;
- Best practice example: projectmanagement as a profession:
 - not recognised
 - not organised
 - bottom-up approach

Identification skills/competences

Seven areas of competences:

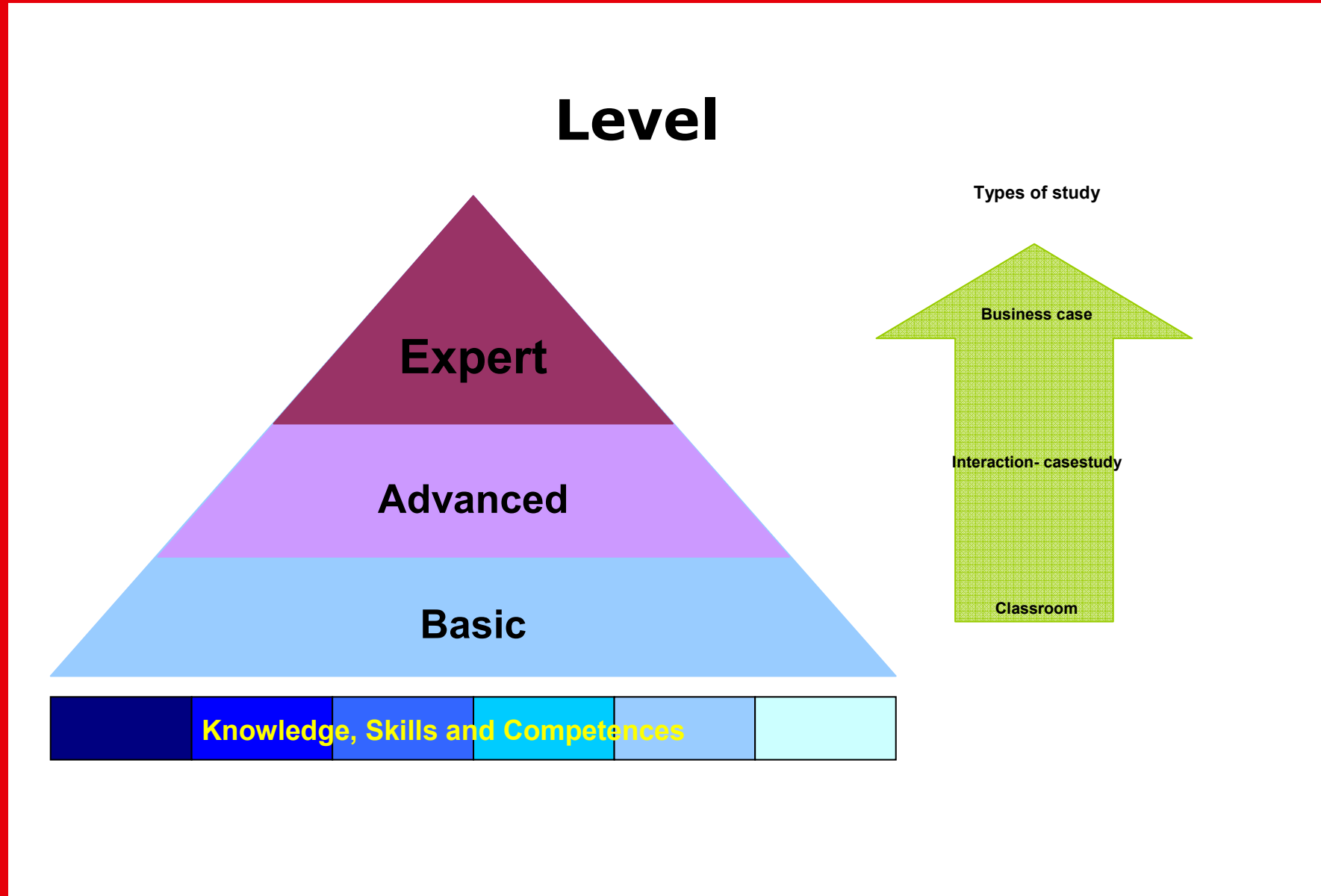
1. Managing Communication, Information and networking
2. Understanding IPR & Licensing
3. Commercial Activities and Markets
4. New Business Development
5. Negotiating
6. Project management
7. Information analysis

Level

- Basic (0-3 yrs); general knowledge;
Assistant TT manager; project assistant
- Advanced (3-8 yrs); deep knowledge and several years personal experience;
Project manager, managing the TT proces
- Expert (> 8 yrs); TTO manager;
Supervising technology transfer and managing very complex processes/structures

Building a common framework for

- TT managers: *Content*



Building a common framework for

- TT managers: *Content*

Commercial activities and markets	
The purpose of this module is to give candidates the commercial knowledge and skills so as to be able to detect the possibilities for commercialisation and take the necessary steps to develop commercialisation.	
Basic	Learning outcomes <i>Candidates must have:</i> insight into the commercial viability of technology knowledge of the business environment understanding of the importance of markets and their segmentation knowledge of the value of IP and technology and how to exploit them in the optimal way knowledge of the legal issues concerning commercialisation
	Modules Value and audit IP Channels of exploitation; business models and business planning Legal issues concerning commercialisation
	Methodologies Course
	Facilities Classroom
	Teaching Staff Staff specialised in the commercialisation of technology
	Assessment Exam
	Advanced
Modules Product development Technology marketing Market specific knowledge Envisioning and designing products/services from technology	
Methodologies Courses Case research	
Facilities Classroom	
Teaching Staff Staff experienced in the commercialisation of technology	
Assessment Case study	

Building a common framework for

- TT managers: *Content*

Expert level	
Managing communication, information and networking	
	Learning outcomes
	<i>Candidates must be able:</i>
	To manage all different forms of communication (crisis, intercultural, project ...)
	To interlink information from different fields, extrapolate trends and conclusions that have impact for the strategic level for the organisation
IP rights & licensing	
	Learning outcomes
	<i>Candidates must be able:</i>
	To make / validate policy proposals of IP strategy and exploitation
	To IP asset management
Commercial activities and markets	
	Learning outcomes
	<i>Candidates must be able:</i>
	To manage and evaluate the exposure to risk regarding the whole asset base for their organisation
	To manage his/her KTO/TTP-personnel and resources to achieve desired outcome
New Business Development	
	Learning outcomes
	<i>Candidates must be able:</i>
	To bring ideas to the market as leader of an entrepreneurial team
	To optimise a business plan suitable for substantial investment (target group oriented)
	To take the lead on innovation and growth management
	To convince investors and the management by prospectus (a complex illustration of a business case)
Negotiating	
	Learning outcomes
	<i>Candidate must be able:</i>
	To redefine the notion of success and best practices in negotiations
	To act as a mentor of a newcomer in your firm: observe and monitor change
	To re-design your firm's negotiation strategy: drive change
	To act as main negotiator in TT processes
	To act as a leading negotiator in a complex scenario that involves challenging cultural and human factors
Project management	
	Learning outcomes
	<i>Candidates must be able:</i>
	To manage complex TT projects with large budgets in complex project circumstances
	To perform a TT due diligence (covering the whole TT process)
Information analysis	
	Learning outcomes
	<i>Candidates must be able:</i>
	Gather all relevant information from a range of sources which impact the development of a project
	Produce a comprehensive analytical report based on the gathered information
Methodologies	Development of a joint business case with fellow students, which will be presented to a panel of peers and evaluated by them
Facilities	Seminar / Round table arrangements
Teaching Staff	Experienced peers from different TT stakeholders
Assessment	Presentation (and defense) of business case to panel of peers

Level

Candidates should also be able to apply for a professional title/degree in Technology Transfer.

The different titles for a basic, advanced and executive level are:

- *Basic*: Technology Transfer Professional (TTP)
- *Advanced*: Senior Technology Transfer Professional (STTP)
- *Expert*: Executive Technology Transfer Professional (ETTP)

- TT managers: Framework

Structure

How to get to this professional recognition in Europe with:

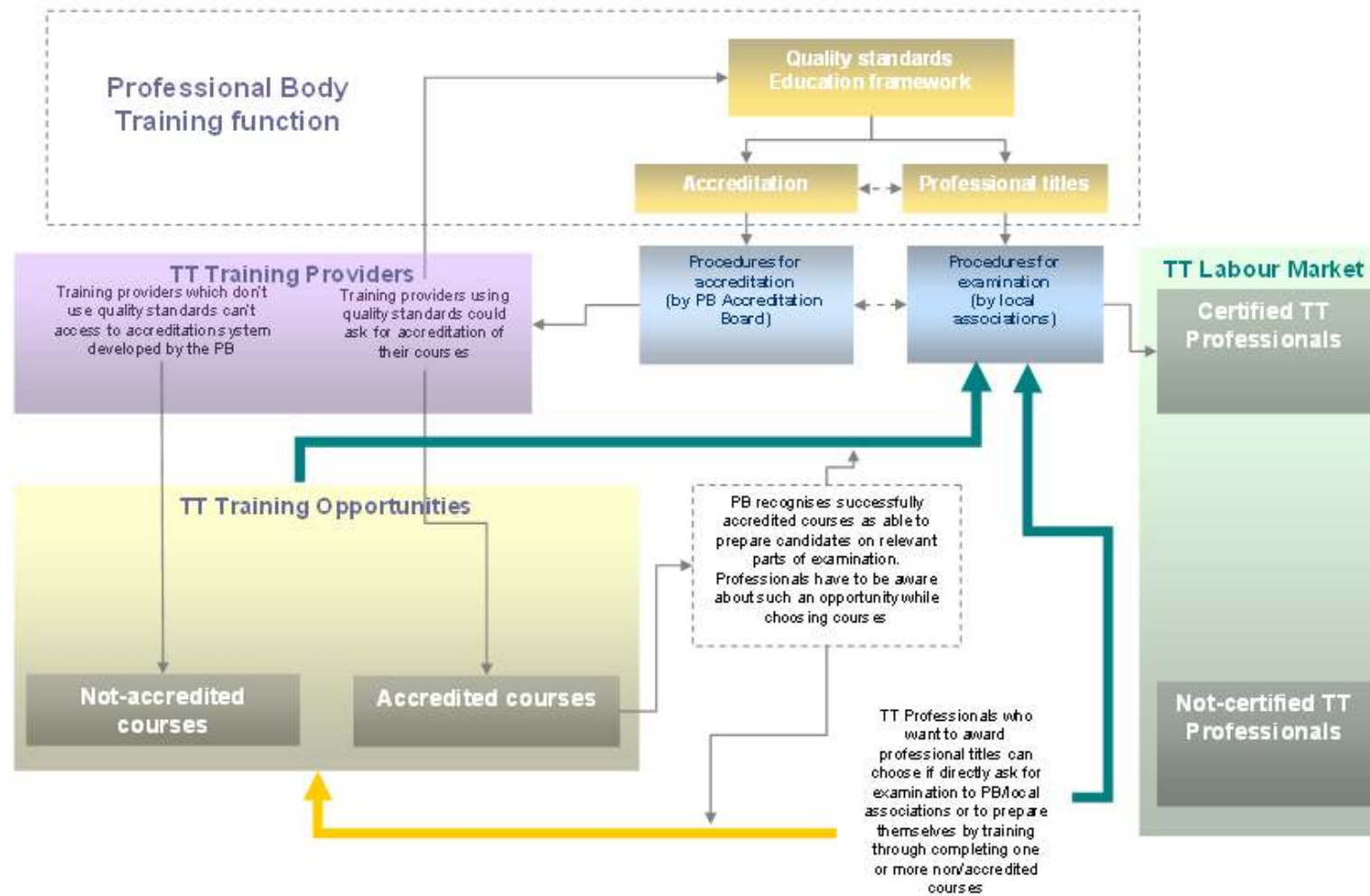
- Many different existing training providers
- No mutually recognition
- No standards

Answer:

Follow the best-practice example of projectmanagement with their bottom-up approach

Building a common framework for

- TT managers: Framework



- TT managers: Framework

Structure

The big question is how do we get to this European professional body?

For the answer, look at the presentation of Georg Buchtela in session IV