

# 2020 國際技術移轉經理人線上培訓課程

(Registered Technology Transfer professional, RTTP)

透過同步線上課程與互動演練，學習系統性技術商業化流程，  
讓技轉新手團隊開創技轉實績！

資策會科法所 聯合 牛津大學 Oxentia 助國內產學技轉人才取得RTTP國際認證

## 課程

Technology Transfer:  
Theory to Practice

## 時間

6月18日(四) 14:00-18:00、  
6月19日(五) 14:00-17:30、  
6月22日(一) 14:00-18:00、  
6月23日(二) 14:30-18:00、  
為期4天。

## 名額

名額限 45 位  
請於報名5日內繳費

## 費用

新台幣19,000元

## 認證

RTTP 15 學分認證  
Oxentia 課程認證

## 報名

即日起至6月10日止

### Day 1 Topics

Knowledge Exchange and Commercialisation (KEC)

Intellectual Property (IP)

Project Management and Evaluating Technology-  
Based Projects

### Day 2 Topics

Licensing

Spin-outs

### Day 3 Topics:

Technology Valuation

Sourcing Innovation

Marketing Technology

Business Models

### Day 4 Topics:

Negotiation Exercise

New Venture Funding and Pitching for Investment

## 注意事項

- 本課程為同步線上課程，請確保課程時段在網路連線通暢之場所(建議頻寬2.5mbps上傳/下載)，並配有麥克風與鏡頭等用於線上互動之設備。
- 本課程將提供線上課程操作說明，課程時段也有人員在線提供軟體操作方面的協助。
- 本課程有英文講師與中文講師，英文講師以英文授課的部份，會由中文講師提供段落中文翻譯。
- 費用包含課程教材，將於課程開始前寄送至指定地址。
- 課程中均不開放拍照/錄音/錄影。須全程出席參加課程，才可得到相關證書。報名人數30人以下將不開課。
- 主辦單位保有課程調整的權利，以官網公告內容為主。
- 諮詢專線：02-6631-1106羅育如組長  
02-6631-1062方玟蓁研究員

## 報名網址



# 講師簡介

## Brief Bio

Director of Training and Higher Education **Nathan Pike**



20 years +

- Higher education strategy, research, knowledge exchange, innovation and commercialisation
- Biological scientist



### Experience



Oxentia



Higher Education  
Academy



University of  
Oxford



Université Pierre  
et Marie Curie



ENS



### Education



PGDip  
University of  
Oxford



PhD  
University of  
Cambridge



MSc, BSc  
University of  
Sydney

## Ya-hsin Shen 沈亞欣



Senior Consultant, Oxentia



- 10+ years experience in biotech and healthcare, engineering, and ICT and software innovation and technology management
  - Technology evaluation and commercialisation work in Europe, Asia & Latin America
  - Background in technology transfer and TTO policy, innovation best practice for corporates
- Sector specialism in Technology Commercialisation, Accelerator and Entrepreneurship, and Training

### Education

MBA



MSc



NCTU

BSc



NTU

### Experience



中央研究院  
ACADEMIA SINICA

# Technology Transfer: Theory to Practice

Understand and engage with  
the fundamental aspects of the  
Knowledge Exchange and  
Commercialisation process



Online Training



# 課程安排 Day1

Day 1 Topics	Outcomes:
<b>Knowledge Exchange and Commercialisation (KEC)</b> T1. KEC's role in delivering a knowledge economy T2. Technology Transfer (TT) and Knowledge Exchange (KE) structures T3. An overview of key TT and KT systems and processes	O1 Understand KEC and TT within the framework of the knowledge economy O2 Build awareness of methods by which TT and KE can deliver innovation O3 Become cognisant of the importance of structure and process in managing the details of effective innovation
<b>Intellectual Property (IP)</b> T4. What is IP? T5. Can you and should you protect using IPRs? T6. What are the evaluation tools to assist decision making?	O4. Appreciate the complexity of IP and the patenting process O5. Be aware of the resource and strategic implications of patenting O6. Stimulate ability to evaluate beyond technical evaluation criteria
<b>Project Management and Evaluating Technology-Based Projects</b>	<b>Practical Exercise: Invention Triage</b> <ul style="list-style-type: none"> <li>Delegates work individually or in small groups to discuss a scenario where a medical sciences researcher has supplied limited information about an invention and left the country for two months.</li> <li>Delegates' job is to evaluate the invention to determine whether the project is worth commercializing.</li> <li>Trainers provide structured guidance and evaluation criteria to assist delegates in developing solutions.</li> </ul>

# 課程安排 Day2, Day3

Day 2 Topics		Outcomes:	
<b>Licensing</b> T7. An overview of the licensing process T8. Decisions around the circumstances in which licenses are appropriate T9. What is required of licensor and licensee		O7. Understand of the purpose of licensing O8. Build awareness of the nature and dynamics of partnerships that support licensing O9. Build knowledge of partner needs in the license process	
<b>Spin-outs</b> T10. Deciding when to spin-out T11. Basics of the spin-out process T12. Risks and rewards		O10. Build essential understanding that can inform any proposal to create a new company <b>Practical exercise: a spin-out case study.</b>	
Day 3 Topics:		Outcomes:	
<b>Technology Valuation</b> T13. The difficult and uncertain process of valuing IP and why it is important T14. Different valuation techniques		O11. Understand the importance of valuation of new technologies and new companies O12. Develop skills in identifying and utilising the most appropriate valuation techniques	
<b>Sourcing Innovation</b> T15. Engaging with academics and researchers T16. Streamlining the process of invention disclosure T17. Lighthouse model and technology audits		O13. Appreciate the sensitivities that surround the process of identifying promising new technologies and business ideas O14. Build understanding of which innovation sourcing strategies are best deployed in various institutional contexts	
<b>Marketing Technology</b> T18. Functional analysis of technologies T19. End user and customer needs		O15. Be able to analyse technologies in context of finding customers O16. Gain practical experience of analysing end user needs	
<b>Business Models</b> T20. Business models and business modelling T21. Tools and frameworks for business modelling T22. Costs, revenues, key partners, customers, channels, value propositions.		O17. Understand the essential components of a business model O18. Gain proficiency in use of planning tools such as the Business Model Canvas	



# 課程安排 Day4

Day 4 Topics:	Outcomes:
<p><b>Negotiation Exercise</b></p> <p>T23. Negotiating Strategies</p> <p><b>Training Methods</b></p> <p>Split delegates into 2 groups. One group works on licensee/company perspective, the other licensor/university perspective with both roles of TTO and academic.</p> <p>Trainers provide negotiation structure and key points to prioritize.</p> <p>In first round, trainers work with delegates in their respective groups to identify strategy and key roles within their groups.</p> <p>In second round, delegates further develop plans and ideas in response to feedback received in the earlier round.</p> <p>Trainers facilitate negotiation conclusion and provide learning points and highlights observed from the groups.</p>	<p>O19. Understand that good negotiation strategies improve innovation outcomes and are critical to achieving technology deals</p> <p>O20. Appreciate the tensions involved when taking on the role of a licensor (technology transfer staff representing researchers) vs a licensee (company).</p>
<p><b>New Venture Funding and Pitching for Investment</b></p> <p>T24. Options for raising investment funds</p> <p>T25. Types of investors</p> <p>T26. Managing the investor process</p> <p>T27. Developing effective pitches.</p>	<p>O21. Develop awareness of options for obtaining early stage finance</p> <p>O22. Understand key decision making criteria of different types of investors</p>