Module 2 – Analysing the market and building a strategy

Objectives:
> Master KTT main objective: Delivering a high quality training covering the whole scope of technology transfer activities for professionals with significant experience and to newcomers.
> The training covers all domains related to the activities related to knowledge and technology Licensing in and Licensing out.

Target audience:
> TT managers  
> Project managers  
> Business managers  
> IP experts or IP lawyers

Trainee(s):
Director of TTO in a public company / Director of TTO in a private company

TRAINING CONTENT

KTT landscape in Europe, USA and Asia
> National policies  
> Specific approaches

Analysis of the Technology
> Analysis of the product  
> Development stages and TRL

Analysis of the Potential Buyers
> Analysis of the potential market  
> Analysis of the potential licensees / partners

Exploitation Strategies
> Design a knowledge transfer strategy: perspective from a Public Research Organism
> Design a knowledge transfer strategy: perspective from a private company

We accept the registration for separate modules. The request should be send at least 8 day before the start of training session. Contact us!