Module 2 – Analysing the market and building a strategy

Objectifs :

- 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.

Public :

- TT managers
- Project managers
- Business managers
- IP experts or IP lawyers

Intervenant :

Director of TTO in a public company / Director of TTO in a private company

CONTENU DES ENSEIGNEMENTS

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!