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.

Intervenant :

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

Public :

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

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!