

Agenda

# Technology Transfer Course

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In collaboration with 2i3T



## Summary

This course has been designed to give researchers and clinicians the tools they need to realize the industrial potential of their research. It has been tailored to the Department of Medical Sciences and will explain the rationale behind technology transfer, guide you through the process, and provide strategies to help elevate your innovative research beyond publications.

- How: Hybrid in-person (limited to 50 people) / online attendance with video recording
- Where: Ospedale Molinette
- When: Five (5) lessons, each 90 minutes, starting from Nov 12
- Language: English with Q&A in either English or Italian

Register here: <https://forms.gle/3f3WKCTHWPiDfeKd8>



## Seminar 1 - Introduction to Technology Transfer

Friday, 12th of November, 2021 from 14:30-16:00 CET - Aula Magna di Medicina Interna, Via Genova 3

- What is Tech Transfer?
  - Definition of possible models: What are they and how can they be done?
  - From applied research to the third mission
  - Benefits and support provided by UNITO to all researchers
- Open innovation / co-development with industry (ILO - Francesca Natale)
  - Advantages and how to utilize this pathway
- Testimony - market analysis / opportunity
  - How to analyze the market

## Seminar 2 - Patents and Proof of Concept (PoC)

Friday, 19th of November, 2021 from 14:30-16:00 CET - Aula Magna di Medicina Interna, Via Genova 3

- Technology Transfer Office (TTO) of UNITO
  - Is your idea patentable?
  - How to write a patent?
  - PoC - rationale and UNITO resources available
- The patent strategy
  - What is the best strategy to protect your idea?
- Testimony
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## Seminar 3 - Start-ups and Spin-offs

Friday, 26th of November, 2021 from 14:30-16:00 CET - Aula di Clinica Chirurgica F.Morino - C.so Dogliotti 14

- Business creation
  - How to create a startup and why to do it
  - Definition of the process and UNITO regulations
  - Advantages and opportunities of using the official path
- Transferring IP
  - How to transfer your IP and PoC from UNITO to industry
- Business Plan / marketing / funding
  - How to write a BP
  - Marketing strategies
  - Fundraising strategies at this stage
- Testimony
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## Seminar 4 - Growth and Scale-up

Wednesday, 1st of December, 2021 from 14:30-16:00 CET - Aula Magna di Medicina Interna, Via Genova 3

- From the establishment of the startup to preclinical and clinical phases I / II to exit
  - Enhancement of the startup
  - How much is my idea worth?
  - Who can I sell it to?
- Organizational and economic management for development
  - Pre-clinical, IMPD, Clinical
- Advanced fund raising
  - Business angels vs VC vs grant - which is right for your current stage and project?
- Testimony
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## Seminar 5 - Communication

Friday, 10th of December, 2021 from 17:00-18:30 CET - Aula Magna di Medicina Interna, Via Genova 3

- From scientific communication to the presentation of an elevator pitch
  - Definition of objectives and language to use for various audiences
- Scientific Pitch – Enrica Favaro
  - How to effectively communicate your idea to a scientific audience
- Elevator (Investor) Pitch – 2i3T
  - What is it? What is it for? How do you do it?

## DSM Aperitivo

Friday, 10th of December, 2021 from 18:30- ? CET - Aula Magna di Medicina Interna, Via Genova 3

- An opportunity to discuss our research and wish each other a safe and happy holidays

## Practical Lab

Friday, 14th of January, 2022 from 14:30-16:00CET - Aula Magna di Medicina Interna, Via Genova 3

- Practice your presentation with a panel of experts for comments to help improve your pitch

Friday, 21st of January, 2022 from 14:30-16:00CET - Aula Magna di Medicina Interna, Via Genova 3

- Present your pitch to a panel of judges for a chance to win a cash prize and support to help realize your project

