

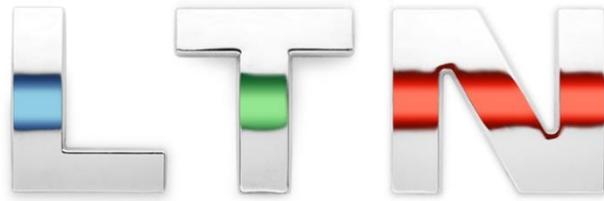
LICENSING TECHNOLOGY NETWORK

What is the link between diesel and perfume that creates opportunities for entrepreneurs in the Gulf?



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Innovation Training

Creating successful businesses by inventing new physical products

“Fahad dreams about starting a business with a new product he imagined, designed and manufactured. To create a new market, change the industry and unlocks wealth. His family will be so proud. However, he doesn’t know where to start, and how to do it. If someone can just guide him to avoid making mistakes...”

Even though rewarding, commercialising innovation is one of the most challenging business ventures. Mistakes can be avoided by following innovation commercialisation models which has proven to maximise chances for success.

What Fahad will learn

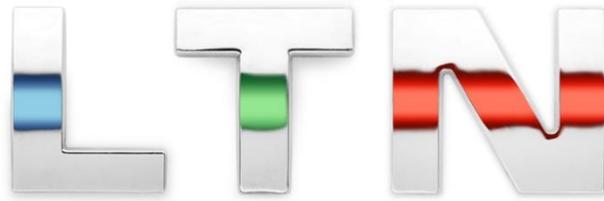
This knowledge-sharing session provides a brief overview how creative thoughts can lead to new concepts, designs, prototypes and eventually to new products. It shares insight into new types of materials available that makes new products possible. Trainees will obtain good understanding into different manufacturing methods, how to do market research, intellectual property and different methods of unlocking value.

Course description: It provides an overview of the innovation commercialisation process and a good understanding of how a new idea is developed for commercialisation. It also addresses the underlying models and principles that support successful product commercialisation.

Duration: Five full days from 08:30 – 17:00 & private consultations

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Requirements: Training room with white board, and data projector facilities with sound amplification

About the presenter: Nicolas Lategan is an innovation expert with specific focus on taking a product concept from idea to cash-in-the-bank. He has advised and worked with more than 200 inventors who developed new products, some better than others! He also stayed in Saudi Arabia where he worked with Saudi inventors and entrepreneurs for 2,5 years, and developed an understanding of the conditions and challenges facing Gulf entrepreneurs. Despite the challenges, Nicolas sees great opportunities available in the Middle East, and likes to share and motivate these thoughts with his audience. As an international speaker at conferences on technology commercialisation, Nicolas uses stories and numerous examples to captivate his audience. He blends his experience of product commercialisation with solid insight in intellectual property, innovation models, and commercialisation methods. He is an avid advocate of Open Innovation and the opportunities it offers entrepreneurs. Nicolas has his own facilitation and consulting company, is shareholder in an innovation start-up that manufactures products for dairy farmers and still consults to governments and companies in the Middle East.

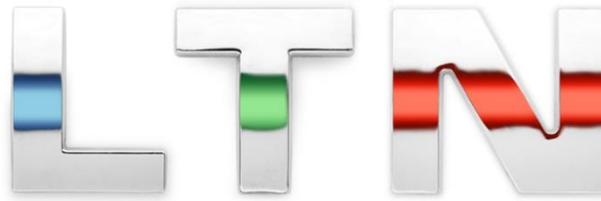


What makes a flower vase sell 100 000 units within one hour of its launch?



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Product or Technology Innovation training – Detailed program

Day 1
Morning

Concept-to-Cash.

The section provides a complete overview of every step a product undergoes from its conceptual stage. It is presented in a fun way, and supported with a real-life example of a product that went through this process. It provides participants with a good understanding of the process, and guideline to follow. It also provides perspective so that, when other topics are discussed later on during the follow-up sessions, candidates can understand where it fits in the bigger picture.

Day 1
Afternoon

Where is the Market?

This session addresses the question of WHEN to do market research, as well as the difficult issue of "How to do market research when you do not have a patent in place without giving away your idea to others. It describes the complete process of where to start, how to prepare, how to execute, analysing and presenting the data for decision making. Further, it provides practical advice on what questions to ask, how to ask them, and how to ensure respondents are not just giving you the answers they think you want to hear. Real life examples are discussed on how to approach very discreet topics, and when do you know you have done enough market research. Various examples are discussed, and participants will also be divided into groups, and tasked with developing a market research strategy for a specific product. Their feedback will be discussed in the group.

Day 2

Which business model to use

Day 3

Morning

Alternatives to a boring business plan

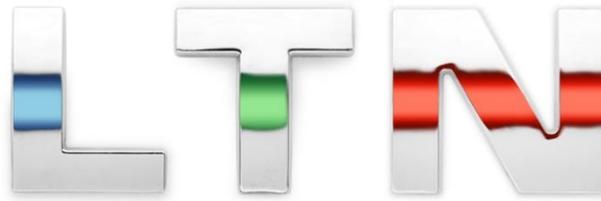
A lot of emphasis has been placed on writing a business plan in the past, yet it is well known that few people follow their business plan after receiving their funding, or started their business. This session will consider some practical alternatives by focusing on modern trends. It will look at real life examples like WhatsApp and other successful companies. It drills down to the essential elements of a business, how to present it, and how to sell it to investors. Candidates will be engaged in developing elevator pitches for innovative businesses.

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Day 3

Afternoon

Be Legal wise

An overview of the meaning and sequence of legal agreements that are used during technology transfer or commercialisation is discussed. This includes NDA's, Material Transfer Agreements, Collaboration agreements, Heads of Agreement and finally the License agreement. The basic structure of a technology licensing agreement is discussed, and a framework is provided how to prepare for the negotiation of such an agreement. Different royalty structures is explained, and discussed how to determine which structure to use.

Day 4

Understand the key difference

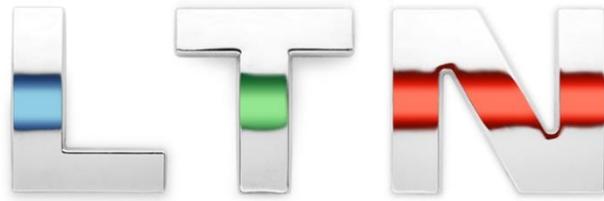
This session is the core of the training, and describes three important models to understand when faced with commercialising technology. It helps participants to gain a proper understanding of how to approach commercialisation. It will cover topics such as technology positioning, how to determine the technology readiness levels, and understanding the unique challenges facing entrepreneurs that commercialise innovative technology versus ordinary products. The SRI 5 Essential Disciplines of Innovation success is presented and options discussed how to overcome limitations facing technology entrepreneurs. Various real-life examples are discussed to illustrate how the models are applied in practice, and participants will be given an opportunity to apply these models to case studies.

Day 5

Morning

Why not to ignore Open Innovation

This session discusses the emergence of Open Innovation as supplementary R&D capacity. It also outlines the benefits and challenges, different phases of OI, and recent trends in OI. Various examples of companies who employ OI are discussed. We will also consider the major OI service providers in the world, and their respective business models, and the type of service they offer. We will discuss how to set up an OI service to support research activities, funding required and how to win the trust of researchers to not feel threatened by it.



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Day 5

Afternoon

New industries – and its opportunities

As new technology becomes available, it will replace the workforce in some industries, and some industries will simply cease to exist. However, it also gives birth to new industries which will require new skills, and create new opportunities. This session outlines the emergence of 24 new industries that should develop within the next five to ten years. Researchers are challenged to align their research efforts with the needs of future industries in order to remain relevant. It provides insight into the opportunities new technology creates, but also challenges participants to think creatively about the future, and identify future opportunities which they can work on now.



...and for the link between
diesel and perfume,

you'll have to wait for the

talk!

