

OVERVIEW MASTERCLASSES



ASTP

MASTERCLASSES TOPICS

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**Knowledge Transfer and
Technology Transfer**

2

**Business Development and
Management**

3

**Professional Development
and Branding**

4

**Licensing and Intellectual
Property**

5

Spin-outs and Start-ups

6

Innovation and Strategy

7

Negotiation and Contracts

8

Specialised Topics



KNOWLEDGE TRANSFER AND TECHNOLOGY TRANSFER

Delivering the KT/TT Function: Office and Mandate Structures Explored

[Art Bos](#)

The Case Method of Teaching Technology Transfer

[Jeff Skinner](#)

Putting Your Researchers' Valuable Expertise to Work

[Amanda Zeffman](#)

Market Research of TTOs

[Cath Whitaker](#)

Assessing Technologies

[Jeff Skinner](#)

Impact Indicators for Knowledge Valorisation

[Roxane Bibard](#)

BUSINESS DEVELOPMENT AND MANAGEMENT

Strategic Account Management

[Wim Bens](#)

Business Development of Technology Licensing

[Christian Smock and Peter Nissen Jorgensen](#)

Business Development

[Sean Fielding and Jeff Skinner](#)

Managing TTO Team

[Robert Marshall](#)

Business Finance

[George Fildes](#)

Managing Conflicts of Interest

[Jeff Skinner](#)

University-Industry Partnership for Positive Change

[Tim Bodley](#)

How to Take Academic Software to Market

[Gavin Smith and Scott Wilson](#)

PROFESSIONAL DEVELOPMENT AND BRANDING

Mastering LinkedIn

Alastair Banks

Professional Branding

Alastair Banks

Mastering LinkedIn Workshop

Alastair Banks

LICENSING AND INTELLECTUAL PROPERTY



How to Get the Best Out of Licensing

Andrea Schmoll

Post-Licensing Management

Raja Sengupta

IP Value, Portfolio Mapping and Exploitation Planning

Arnaud Gasnier

How to Use Intellectual Asset Management in Innovation Projects

Andrew Telles

Licensing Agreements

Mark Anderson

University Technology Licensing

Mark Anderson

Protecting Inventions

Jeremy Philpott

Collaboration Agreements

Mark Anderson

Clinical Trial Agreements

Mark Anderson

IP Negotiation with Start-ups

Mélanie Marcel

SPIN-OUTS AND START-UPS

How Investors “Sniff-Test” Spin-Out Ideas

Jeff Skinner

Valuation of Early Stage Spin-Outs

Jeff Skinner

Challenges of Early-Stage Financing for Start-Ups

Tilmann Lahann

Legally Correct Implementation of Start-Up Investments and Efficient Investment Management

Tilmann Lahann

Financing Spin-Out Essentials

Dominic De Groote, Johan Bil and Michael Truyen

Creating Investable spin-out teams

Michael Rivers and Renzo Palladini

INNOVATION AND STRATEGY

Radical Innovation: The Stage-Gate Innovation Process

Karl Heinrich Hahn

KT Strategy and Policy Development

Alison Campbell

The Science of Marketing Science

Jane Muir

Using Digital Tools to Help You Source Experts, Promote and Market Yourself and Your Products

Alastair Banks

NEGOTIATION AND CONTRACTS

Fundamentals of Negotiation

Robert Marshall

Finalising Negotiations

Tanja Benedict

Remote Negotiations in a Rewired World

Robert Marshall

Dealing with Tough Negotiation, Difficult People

Robert Marshall

Conflict Resolutions

Robert Marshall

Drafting and Negotiating (R&D) Contracts

Tanja Benedict

Start to Negotiate

Robert Marshall

SPECIALISED TOPICS

Student IP

Jeff Skinner

The Use and Abuse of Proof of Concept Funds

Jeff Skinner

Managing Conflicts of Interest

Jeff Skinner



INTERESTED IN OUR MASTERCLASSES?

If you would like to revise one of our masterclasses, please get in touch.

Contact ASTP Events Manager



Anuar Shafiei

