



**Capacity for the Transfer of University Knowledge and Technologies
(UniGeb), Pr.No. VP1-3.1-ŠMM-01-V-02-007**

**ACADEMIC ENTERPRISE &
ENTREPRENEURSHIP WORKSHOP**

**Experts: Timothy Brundle
Jennifer Cook**



Academic Enterprise & Entrepreneurship Workshop

Hotel “Europa City”, Jasinskio str. 14, Vilnius

6 – 7 May 2013

The two-day ‘Academic Enterprise & Entrepreneurship’ workshop will provide attendees with an introduction to the ‘nuts and bolts’ of spinning out technology ventures from academia, highlighting the importance of fostering a spirit of innovation and entrepreneurship within the University environment. The workshop will be delivered by Mr Timothy Brundle and Ms Jennifer Cook of the of, who will ensure a highly interactive, practical, insightful and enjoyable session. Delegates will be provided with tools and techniques to help them validate and prioritize technologies, develop and verify their business model, communicate their value proposition in the most effective manner to the customer, build successful teams, develop international business, and ensure successful deals and collaborate commercially.

Who should attend?

This workshop is aimed at anyone who is an entrepreneur at heart or is interested in setting up their own business or being involved in a new business venture aimed at developing an idea or technology that you think has commercial potential. This workshop aims to provide delegates with an insight into innovation, entrepreneurship and academic enterprise, highlight matters that warrant consideration when it comes to academic spin outs, and will arm you with the tools needed to successfully commercialize your new idea and/or invention through a University spin out company.

The workshop will also be of benefit to those responsible for setting up and managing University spinouts at institutional and group level.



Agenda Day 1: Entrepreneurship within Academia

9:00 Registration

9:15 „Unigeb“ project introduction. (*Violeta Kauneliene*)

9:20 Welcome and Introduction to the training seminar

09:30 Session 1: Technology transfer and entrepreneurship

10:30 Discussion – Technology transfer and entrepreneurship

11:00 Coffee Break

11:30 Session 2: Attributes of Technology Entrepreneurship

13:00 Lunch break

14:00 Session 3: Business Collaborations and Partnerships

15:00 Coffee break

15:30 Session 4: Intro to pitching technology and pitching workshop

16:30 Review of the day.

17:00 Close



Agenda Day 2 Starting & Building Academic Enterprises

9.00 Registration

9.15 Welcome and Introductions

9.30 Overview of the day

10:00 Session 1 Starting & Building Academic Enterprises

New Venture Creation

Business Models and Planning

11:00 Coffee Break

11:30 Session 2: Perspectives on Innovation from a spin out

13:00 Lunch break

14:00 Session 3: Workshop - Investor Pitching

15:30 Coffee break

16:00 Session 4: Discussion

17:00 Close



Profile of the Trainers

Timothy Brundle (International Innovation and Entrepreneurship Expert)

Timothy Brundle is a business executive, technology investor and innovation advisor. He is responsible for the commercial development of the University of Ulster where he leads the University's support for business and economic development, directs Ireland's most successful academic consultancy business and manages a highly active technology transfer team. On behalf of the University, he is the Executive Director of [Innovation Ulster Ltd](#), the University of Ulster's award-winning technology venturing and investment company.



Prior to his appointment with Ulster, on behalf of QinetiQ Group PLC, he held the positions of both Director of Sales and Marketing and Technology Transfer Director within the Ministry of Defence Diversification Agency. In his early career, Timothy consulted in the area of technology forecasting.

Timothy has a passion for delivering economic value and social impact from innovation. He has extensive experience and a successful record in Intellectual Property licensing, starting high technology companies, marketing innovation, productizing inventions, raising private equity and Venture Capital, and Initial Public Offerings.

Timothy is a non-Executive Director of a number of early stage high technology companies and is a Board member of Invest NI, Northern Ireland's economic development body. He holds a Bachelor of Science Honours Degree in Biotechnology from the University of Glamorgan and both a Master of Medical Science Degree and an Executive MBA from Queen's University of Belfast.

Jennifer Cook (Technology Commercialization Manager)

Jennifer manages the life science portfolio of Intellectual Property at University of Ulster. She has a background in biomedical sciences and over 10 years of professional experience in research, project management and marketing with nearly 6 years of direct experience in technology transfer in an academic environment, both in the UK and US.



At Ulster, Jennifer is responsible for ensuring that the University's high quality research outputs are protected, further developed and ultimately translated into marketable products and services. Jennifer also manages a number of funds aimed at allowing Ulster's academics to achieve proof of principle as well as generate impact from their world-class research.

Prior to joining Ulster, Jennifer worked as a R&D Industry Analyst at University of Mississippi in the USA where she monitored the private, non-profit and academic sectors worldwide for technology commercialization and development opportunities for the School of Pharmacy.

Jennifer is a non-Executive Director of Ulster spinout, Diabetica Ltd. and is the Immediate Past President of the Belfast chapter of Junior Chamber International. She holds a Bachelor of Science Honours Degree in Biology/Chemistry from University of Alabama and is finishing her MBA at University of Ulster.

