

Technology Transfer and Open Innovation: how to make innovation happen with industry-academia collaboration

Duration: 18 hours

Language: English

Audience: PhD candidates, post-doc researchers, academic and non-academic staff, young entrepreneurs.

The Trainer: Luca Escoffier graduated in Law from the University of Parma, he then earned a Master of Laws in Intellectual Property Law. After several years spent in an Italian nano-biotech company, he moved to Seattle in 2008 to work as a Visiting Lecturer at the University of Washington where he has also earned in 2010 a Certificate in Business Administration from the Foster Business School. Luca has been a Fellow of the Stanford-Vienna Transatlantic Technology Law Forum, Invited Researcher at Waseda University, and he is a Singularity University alumnus (GSP'10). He has co-founded several startups in Europe and Japan. Nowadays, Luca is primarily running the EU-Japan Technology Transfer and Space.Japan Helpdesks for the EU-Japan Centre for Industrial Cooperation in Tokyo. Luca is the go-to person to know trends about the adoption of next-generation technologies.

Kick off day in person

8 May 2023, 10 am to 1 pm - University of Macerata, Department of Law. Aula C
"How to make innovation happen and succeed with your spin-off venture"

Description: this seminar has been designed to convey the basic conceptual and technical foundations to understand what "innovation" means and learn about the tools necessary to achieve it, from the development of a new technology to its exploitation, business creation and its internationalization. The seminar will cover general topics (that will be dealt with more in detail throughout the course) related to inventions, technology transfer, open innovation, and business creation from the academic setting with a global vision.

Calendar of the online program

- 25 May, 10-1pm
- 5 June, 10-1pm
- 7 July, 10-1pm
- 15 September, 10-1pm
- 29 September, 10-1pm

Syllabus: the course aims to lay the foundations for understanding the key concepts of "technology transfer" and "open innovation" in the academic, and corporate settings, provide tools and techniques on how to perform "technology scouting" and execute its daily implementation within a company. To identify the most effective best practices for technology transfer operations in the academic field and open innovation within a company, we will go through all the steps required to turn an idea into innovation, including effective pitching and negotiation techniques. The area of digital humanities will also be dealt with in connection with the topics. The focus of the seminar will be US, European and Japanese practices.

The course includes individual and/or group exercises to try to put into practice what has been learned.

To register, please [APPLY HERE](#)

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