

## Innovation Commercialization through Spin-Offs

### **Why this Course:**

Many universities with active Offices of Research and Innovation Commercialization (ORICs) are working hard to find the right corporate partners but finding it difficult to find good licensing deals in Pakistan. The gap between industry and academia is well documented and a lot must be done to build trust based on mutual interest. Licensing to corporations is not the only path to commercialization. Spin-offs are common vehicles of commercialization in the developed world for highly innovative and disruptive products.

Innovation Commercialization through Spin-Offs is a two-day workshop, created for ORIC Directors and senior management in ORICs by IdeaGist. IdeaGist offered an Incubation Best Practices seminar in collaboration with Pakistan Incubation Network in 2019, which was attended by almost 90 people from ORICs, BICs, and other stakeholders.

In continuation to the original program, IdeaGist.com now offers a new training program that focuses on commercialization through spin-offs. In this two-day workshop, participants will learn about commercialization through entrepreneurial activities, how to start the spin-off commercialization process, best practices in commercialization contracts for spin-offs, and how to manage the commercialization process. This training is designed for ORIC Directors and people responsible for the commercialization process in a research and development institution.

### **Goals and Objectives:**

Participants will learn about the commercialization basics and how they can plan for the commercialization of their research, ideally developing a commercialization roadmap for the research they are doing by creating spin-offs.

### **Outcome:**

1. A better understanding of the commercialization path
2. A better understanding of intellectual property protection types and methods
3. A better understanding of the spin-off commercialization model
4. Commercialization roadmap development

### **Program Outline:**

We will cover the following key points during this whole training.

1. Understand the change – From Industrial Age to Knowledge Age
2. Intellectual curiosity, what propels the research
3. Intellectual Property Types
4. Commercialization, changing the perspective
5. Ways to commercialize

6. From Curiosity to Value - Commercialization Roadmap
7. Licensing IP - Commercialization Best Practices
8. Showcasing Intellectual Property for Commercialization
9. Types of Intellectual Property Protections
10. Best Practices to protect your Intellectual Property
11. Spin-off Policy, best practices
12. Hackathons to identify commercial applications
13. Commercialization Roadmap Development
14. Recruitment of Entrepreneurs
15. Critical Success Factors for successful spin-off strategy
16. Hands-on, pick an innovation, develop a commercialization plan
17. National Innovation Showcase, a collaboration to create value through commercialization

**Schedule:**

The training will be scheduled on the given dates by the university. It will be a full day training on the request from University. (If you have scholars more in numbers to attend the training, it is recommended that go for slow pace training schedule for two full days)

**Who will attend:**

Scholars from all disciplines

**Fee:**

The training is provided by IdeaGist under our CSR program to strengthen the innovation ecosystem in Pakistan. An administrative fee will be charged 30,000/- per day.

**Certificate:**

Attendees can apply for the certificates of attendance from **International Institute of knowledge & Innovation** for fee of 10000/- PKR.

**Training Resource:** Mr.Hassan Syed. Mr.Naeem Zafar and Mr.Muhammad Anwar Khan will be there as a training resources, please find the detailed profiles below.

Hassan Syed is the founder and Chairperson of ASPIRE Pakistan, founder of the National Idea Bank Pakistan, Founder and Chairperson of the Board of IdeaGist, founding director of Minnesota Innovates, and founding director of the Institute for Innovators and Entrepreneurs Minnesota. He is also part of the National Committee on Emerging Technologies under the Digital Pakistan initiative by the President of Pakistan and a member of the Advisory Council to the Federal Minister of IT and Telecom.

Naeem Zafar is a seasoned executive who has led five high-tech businesses as the CEO and guided dozens as a Board member or an advisor. His latest venture is TeleSense, an AgTech company that is addressing the need to create efficiency and reduce spoilage for the post-harvest grain industry. Naeem has taught entrepreneurship and innovation at several leading universities in the world. He is an entrepreneur, a teacher, an investor, and a mentor. Having co-founded or worked at seven startup companies, he is steeped in the Silicon Valley culture and promotes the lessons of Silicon Valley to organizations and entrepreneurs all over the world.

Mohammad (Anwar) Khan is a seasoned entrepreneur and a digital payments expert for 37 years. Khan has been recognized as a Mover and Shaker of the payments industry. Currently, Khan is President &



Cofounder of Omnyway, driving digital wallet enabled payments and seamless shopping experiences for consumers at physical and online stores, since 2014. In 2001, he co-founded ViVOtech and started the

journey to make a mobile device to be a viable payment media for payments & informed shopping experience for consumers - also to make Mobile as the most efficient marketing & advertising channel based on who you are, where you are, and what your interest is. Paved the road for NFC mobile payments through shipping million-plus NFC POS readers to merchants globally, and driving more than 40

Field trials of NFC mobile payments, coupons, and loyalty.

With more than 50 U.S. patents granted and pending, Khan's journey continues until mobile becomes a mainstream informed and seamless shopping & payment experience device for billions of consumers globally!

**Registration:** Please contact Jamila Syed at 0301-8567648 or email us at [jamila@ideagist.com](mailto:jamila@ideagist.com) if you are interested to organize it at your institute/University