



**CONCEPT NOTES, TOPICS/AGENDA ON TECHNOLOGY TRANSFER
AND COMMERCIALIZATION**

2023

Workshops on technology transfer and commercialization at the University of Benin will cover a wide range of topics targeting university staff and students who are interested in research.

The workshops will be conducted by seasoned persons from NOTAP, industry personnels, international and national researchers.

Below is the calendar for the year 2023.

First Quarter

March 20th- 22nd, 2023

1. Introduction to Technology Transfer- Day 1- 20th March 2023

- Basics of technology transfer and its importance
- Key players in the technology transfer process
- Overview of the technology transfer lifecycle

2. Intellectual Property (IP) Basics - Day 2- 21st March, 2023

- Understanding patents, copyrights, trademarks, and trade secrets
- How to protect and manage IP
- IP valuation and its role in commercialization

3. Developing a Technology Transfer Strategy-Day 3- 22nd March, 2023

- Creating a technology transfer plan
- Identifying potential commercialization pathways
- Building partnerships with industry and academia

Second Quarter

June 19 – 22, 2023

4. Market Research and Analysis - Day 1- 19th June, 2023

- Conducting market research to assess technology potential
- Identifying target markets and customer needs
- Analyzing competition and market trends

5. Commercialization Pathways - Day 2- 20th June, 2023

- Licensing agreements and partnerships
- Startups and spin-offs
- Joint ventures and collaborations

6. Negotiating and Drafting Agreements -Day 3- 21st June, 2023

- Key terms in licensing agreements
- Negotiation strategies for successful deals
- Managing contractual obligations and disputes

7. Funding and Investment - Day 4- 22nd June, 2023

- Sources of funding for commercialization
- Venture capital and angel investors
- Government grants and incentives

Third Quarter

September 11th -14th, 2023

8. Technology Valuation and Risk Assessment -Day 1- 11th September, 2023

- Methods for valuing technologies
- Assessing and mitigating risks associated with commercialization
- Financial modeling and projections

9. Regulatory and Compliance Issues - Day 2- 12th September, 2023

- Navigating regulatory requirements for new technologies
- Compliance with industry standards and laws
- Intellectual property considerations in different jurisdictions

10. Marketing and Sales Strategies - Day 3- 13th September, 2023

- Developing a go-to-market strategy
- Building a brand and market presence
- Sales channels and distribution strategies

11. Case Studies and Best Practices - Day 4- 14th September, 2023

- Examining successful technology transfer and commercialization cases
- Lessons learned from failed commercialization efforts
- Industry-specific best practices

Fourth Quarter

December 4th – 7th, 2023

12. Building and Managing Relationships -Day 1- 4th December, 2023

- Engaging with stakeholders and partners
- Managing expectations and fostering collaboration
- Effective communication strategies

13. Ethical and Social Considerations -Day 2- 5th December, 2023

- Addressing ethical issues in technology transfer
- Social impact and responsible innovation
- Ensuring equitable access to new technologies

14. Innovation and Trends in Technology Transfer -Day 3 - 6th December, 2023

- Emerging trends and technologies in the field
- Impact of digital transformation on technology transfer
- Future directions and opportunities

15. Tools and Resources for Technology Transfer Professionals - Day 4- 7th December, 2023

- Software and platforms for managing technology transfer
- Networking and professional development opportunities
- Key resources and organizations in the field