

Advanced Technology Transfer Workshop: Academic Entrepreneurship Development

**Organized by International Strategic Technology Alliance (ISTA)
Co-hosted by Zhejiang University**

12 May 2017
Hangzhou, China

Background:

Following the recent statutory changes in technology commercialization and top-down reforms in technology policies, Chinese universities are re-organizing their tech transfer operations to address the opportunities and challenges brought forth by such reforms.

For the Chinese members of ISTA, a well-established practice to embrace change is to learn from their international counterparts to develop their own “best practices” in the local context.

As such, ISTA has been actively exploring collaborations with renowned tech transfer professionals/trainers to develop training materials and offer operational tools to better equip the Chinese institutional practitioners and managers.

The Workshop:

Despite the high expectations on commercialization of university research outcomes, the gap between the academic discoveries and the market-ready solutions is baffling, if not insuperable. Interestingly, is almost universally true for all universities over the world.

Academic entrepreneurship provides an alternative pathway which translates the academic-generated knowledge into industry-adopted technology through both intellectual property transfer and the talent development. This approach has been proved one of the most effective ways of technology transfer in many cases.

However, turning researchers into successful entrepreneurs has also been proved a formidable task even for the most reputable institutions. The hotly debated researchers’ involvement and potential conflict of interest furthermore makes academic entrepreneurship a delicate technology transfer tool for both practitioners and university administrators.

Drawing references from the pioneers from both abroad and locally, this workshop aims to provide a collective learning experience for all participants, mostly technology transfer practitioners, entrepreneurship educators and university administrators in the cross-disciplinary areas of academic entrepreneurship development.

In this one-day workshop, participants will be given ample opportunities to exchange their views through structured sharing and discussions.

This workshop is the second ISTA pilot, to facilitate dialogue between masters and senior practitioners, identifying practice gaps and training opportunities to develop future programmes that would adopt internationally proven principles for regional use.

Language:

Sharing : Chinese and English (with simultaneous interpretation)
Chinese course materials will be provided

Discussions/ Dialogue: Chinese

Sharing Guests:

Moderator:

Dr Alwin Wong
Director, Institute for Entrepreneurship, The Hong Kong Polytechnic University

Sharing Guests:

Mr HUI Kwok Leong
Associate Director (Enterprise), NUS (Suzhou) Research Institute, Singapore

Mr Benjamin SOFFER
CEO, T3 – Technion Technology Transfer, Technion-Israel Institute of Technology, Israel

Prof CHEN Dongming
Peking University, China

Prof ZHAO Rongxiang
Director, Industrial Technology Research Institute and National Science Park, Zhejiang University, China

Programme:

Time	Content
09:00 - 09:10	Reception
09:10 – 09:20	<p>Overview: Technology Transfer through Academic Entrepreneurship</p> <p>A crescendo of technology transfer through university spin-offs is in development all over the world. Much needed in China where few strong technology buyers can be found, the approach brings hopes as well as challenges to the TTOs.</p>
09:20 - 10:40	<p>Academic Entrepreneurship Development Framework</p> <p>Different models will be showcased, paving the way to further discussions on the methodologies behind the best practices.</p> <ul style="list-style-type: none"> • T3 Approach: Technion Accelerator (Presentation file) • NUS Approach: Technology Lean Launchpad Programme
10:40 - 11:00	Tea Break
11:00 - 12:20	<ul style="list-style-type: none"> • Peking University Approach: Innovation Colleague (Presentation file) • Zhejiang University Approach: Zijin Town (Presentation file)
12:20 - 12:30	Summary of the Frameworks
12:30 - 13:30	Lunch
13:30 - 14:20	<p>Discussion (Part I): Common Challenges of Academic Entrepreneurship Development</p> <p>The common challenges will be discussed and analysed to identify the underlying reasons, which requires the practitioners' adopting strategic thinking at the organizational level.</p> <ul style="list-style-type: none"> • Common Challenges (discussion in groups) • Report back and Summary

Time	Content
14:20 - 16:20	<p>Discussion (Part II): Solutions to Academic Entrepreneurship Development</p> <p>Leveraging the collective intelligence of the participants who are mostly experienced practitioners, practical solutions will be identified for the common challenges. Joint programmes can be initiated to capitalize the ISTA network.</p> <ul style="list-style-type: none">• Free discussion and exchange• Report back & Introduction of Challenge Basin Approach
16:20 - 16:30	<p>Wrap up and follow up actions</p>
