# Transnational Technology Transfer Enterprise Agents

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## History

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|---|---|---|
| 1 | | |
| 2 | | |
| 3 | | |

# CONTENT

# Joint Learning Platform for Transnational Technology Transfer Enterprise Agents

Joint Learning Platform for Transnational Technology Transfer Enterprise Agents is available on the link:

https://trainingtool.3dcentral-interreg.eu/moodle/

TTTEA course covers 11 different modules gather in 4 learning units.

The training course is structured:

- The short term horizontal unit (unit 1) intends to provide the basic knowledge and skills required to a TTTEA. It delivers the basic knowledge to mind the gap between the complexity of technology transfer concepts and the day by day language of small and medium sized enterprises.
- The subsequent long-term teaching units (units 2-4) have been developed on the idea of accompanying the TTTEA along all the stages of a technological transfer process, providing the skills and knowledge necessary for the management of all these different phases. These units require that the Unit 1 has been accomplished and are learners feel subsequently comfortable with the technology transfer approach

The use of the Joint Learning Platform for Transnational Technology Transfer Enterprise Agents is foreseen for the didactic modules that require the TTTEA autonomous acquisition of the contents of in-depth documents; 22 hours of learning activities are foreseen on the e-platform.
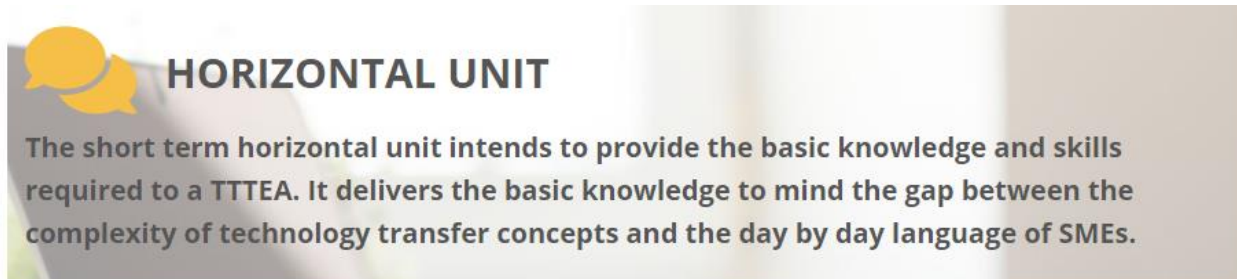
The following sections briefly describe the training modules and their structure.
The final chapter of this e-book contains all the textual contents of the TTTEA course of the available on the platform. The platform, designed as a more interactive tool, contains further details: weblinks, videos, quizzes.

# UNIT 1 HORIZONTAL UNIT

https://trainingtool.3dcentral-interreg.eu/moodle/course/index.php?categoryid=5



**HORIZONTAL UNIT**

The short term horizontal unit intends to provide the basic knowledge and skills required to a TTTEA. It delivers the basic knowledge to mind the gap between the complexity of technology transfer concepts and the day by day language of SMEs.

The process of globalization has encouraged Multinational companies to spread their branches and offices all over the world. Globalization has inevitably kindled keen competition in the operations of all business. This competition has generated a need among all the enterprises, and especially SMEs, to adjust their strategies for their survival.

Technology and the transfer of discoveries and knowledge to SMEs is a recognized milestone in building and sustaining a robust and innovative European economy but the professional requirements and the skills needed to work across countries, institutions, regulations and sectors to facilitate this process are as diverse as the cultures they represent.

The TTTEA is person specifically train to manage the processes of technology transfer and could be a key figure in European to make SMEs more competitive on the market.

The ideal TTTE Agent needs to integrate the traditional competences of a technology manager with competences related to the management of transnational processes.

## Module H1 A road map toward Technology Transfer

https://trainingtool.3dcentral-interreg.eu/moodle/course/view.php?id=23



*Aim of the course:* to describe the process that leads, within a company, to identify the needs and the drives to innovation. Innovation could be achieved through a process of technology transfer.

The module is divided into 5 lessons describing what is innovation and technology transfer, and furthermore how to analyze, plan and implement technologies. Depicting a comprehensive how-to guide for a candidate technological transfer agent. By means of a rigorous theoretic background, the attendant will be guided in identifying when and where a TT is relevant, in analysing the context, in involving people to make innovation together and to measure results. Frequent examples and case studies will support lectures.

*Course level*:  Basic

*Commitment:* 8h study + 1h quiz

*Information and skills achieved after ending the course:* Understanding innovation and technology transfer models and processes. Identifying of innovation needs within the industry and the market. Developing skills to analyse the state of the art and to design a path for the solution development.

*Teacher:* Andrea Pasotti

*Learning material:* presentations, weblinks to additional documents and videos

*Contents:*

*Lesson 1 – What is Innovation?*

*Lesson 2 – What is Technology Transfer?*

*Lesson3 -  ANALYSE: AS IS analysis and requirements, a how to guide*

*Lesson 4 - PLAN: Solution development*

*Lesson 5 - IMPLEMENT: Models experimentation*

*Lesson 6 - TTTEA Lab*

## Module H2 The role of technology: Introduction to Industry 4.0 and key enabling technologies

https://trainingtool.3dcentral-interreg.eu/moodle/course/view.php?id=24



*The aim of the course:* The general objective of the following training is to develop basic understanding of Industry 4.0 and its meaning to industrial companies. The training will introduce the definition of all industrial revolutions, Industry 4.0, global value chain and value chain integration. Key Industry 4.0 technologies will be described with application examples. Industry 4.0 design principles will be explained. Key Industry 4.0 readiness components will be described and presented.

*Course level:*  basic/intermediate

*Commitment:* 4h study + 1h quiz + own study after training

*Information and skills achieved after ending the course:*

· Basic understanding of Industry 4.0 and its meaning to industrial companies.

· Knowledge about key Industry 4.0 enabling technologies and design principles.

· Basic knowledge about Industry 4.0 roadmapping approach.

*Teacher:* Arkadiusz Rodak

*Learning materials:* video lessons with textual introductions

**Contents:**

*Lesson 1 – Introducing the role of Technology*

*Lesson 2 – Definitions of 4th Industrial Revolution and Industry 4.0*

*Lesson3 - Business perspective of Industry 4.0*

*Lesson 4 - Technological perspective of Industry 4.0*

*Lesson 5 - Industry 4.0: basic road-mapping*

# Module H3 TTTEA basic soft skills

https://trainingtool.3dcentral-interreg.eu/moodle/course/view.php?id=25



***Aim of the courses:*** Get a basic overview on needed soft skills in TT activities

***Course level:*** Basic

***Commitment:*** 4h

***Information and skills achieved after ending the course:*** Know the scope of needed soft skills in terms of TT activities

***Teacher:*** Wolfgang Knöbl

**Learning materials:** Scripts and weblinks to videos

**Contents:**

*Lesson 1 Rhetoric and Presentation*

*Lesson 2 Technical English*

# Module H4 Technology Transfer: R&D/IP Management

https://trainingtool.3dcentral-interreg.eu/moodle/course/view.php?id=26



***Aim of the course:*** The aim of the course is to provide participants with basic understanding of how the intellectual property legal system works in practice.

***Course level:*** Basic.

***Commitment:*** 1,5 h

***Information and skills achieved after ending the course:*** Basic understanding of intellectual property and the means of securing protection of R&D results.

***Teacher:*** Łukasz Czernicki

***Learning material:*** *video lessons,* weblinks

***Contents:***

# UNIT 2 TECHNOLOGY EVALUATION

https://trainingtool.3dcentral-interreg.eu/moodle/course/index.php?categoryid=6

This unit aims to provide the methodological basis that a company can put in place to identify, evaluate and protect the most suitable technological solutions for the development and innovation of its products or processes.

## Module TE1 Identification

https://trainingtool.3dcentral-interreg.eu/moodle/course/view.php?id=30



***Aim of the course:*** Impartion of a theoretical background by transferring the knowledge concerning the methodology of roadmapping. With the help of this background and several examples the participants will be able to find the gaps in their own competence portfolio and find a suitable strategy or solution. When combined with the following course "Assessment", the participants will be able to see options for action and evaluate the best possible, which can result in an action plan for their own company.

***Course level:*** Basic

***Commitment:*** 6 h

***Information and skills achieved after ending the course:*** When combined with the following course "Assessment", the participants will be able to evaluate the situation of their own company better, know if they have technologies/products etc. which are for example worth for further development, if they shall withdraw a product from the market or need to look for cooperation partners. At best, the participants help their company to find a strategy in the form of a roadmap for the next years, which can be applied for current products and technologies as well as product- and technology innovations.

***Teacher:*** Tanja Klindworth

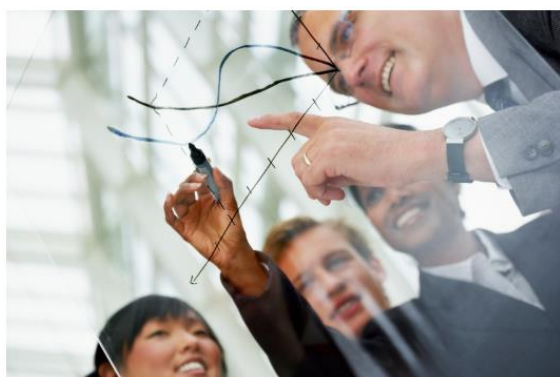***Learning material:*** Presentations, ebooks

***Contents:***

*Lesson 1 Theoretical Background*

*Includead are the following topics:*

- *Introduction*
- *External Analysis*
- *Internal Analysis*
- *Strategy Finding*
- *Roadmapping*

# Module TE2 Assessment



***Aim of the course:*** Impartion of a theoretical background by transferring the knowledge concerning the methodology of roadmapping. With the help of this background and several examples the participants will be able to find the gaps in their own competence portfolio and find a suitable strategy or solution. Furthermore, the participants will be able to see options for action and evaluate the best possible, which can result in an action plan for their own company.

***Course level:*** basic

***Requirements:*** It is recommended to complete TE1 before starting TE2, since it builds on one another.

***Commitment:*** 6 h

***Information and skills achieved after ending the course:*** Participants will be able to evaluate the situation of their own company better, know if they have technologies/products etc. which are for example worth for further development, if they shall withdraw a product from the market or need to look for cooperation partners. At best, the participants help their company to find a strategy in the form of a roadmap for the next years, which can be applied for current products and technologies as well as product- and technology innovations.

***Teacher:*** Tanja Klindworth

***Learning material:*** Presentations, ebooks, workshop proposal

***Contents:***

*Lesson 1 Theoretical Background*

   *Included are the following topics:*

- *Determination of own market position*
- *Organization and determination of search space*
- *Data collection and evaluation*
- *Synthesizing the roadmap*
- *Result evaluation*

# Module TE3 Protection

https://trainingtool.3dcentral-interreg.eu/moodle/course/view.php?id=28

**Aim of the course:** Understand the relationships between function, customer needs, function fulfillment and functional costs

**Course level:** Basic

**Commitment:** 8h - 12h

**Information and skills achieved after ending the course:** Know the advantes of Thinking in functions in terms of Product- Patentmanagement

**Teacher:** Wolfgang Knöbl

**Learning Material:** Presentation

**Contents:**

*Lesson 1 Function Oriented Patent management*

  *Included are the following topics:*

- *Introduction to Function Analysis*
- *Functional perspective within Product Management*
- *The function as an object*
- *System model Analysis*
- *Classify functions*
- *Identify functions within patents*
- *Evaluation of functions*
- *Function oriented Product Management*

# UNIT 3 MARKET ENGAGEMENT

https://trainingtool.3dcentral-interreg.eu/moodle/course/index.php?categoryid=7

The Market Management Unit will support you with validation of the innovation process by delivering techniques for understanding market capacity, capability, and trend and stimulating innovation in the design and delivery of the solution.

## Module ME1 Innovation Marketing & Business Modelling

https://trainingtool.3dcentral-interreg.eu/moodle/enrol/index.php?id=31

***Aim of the course:***

- o Understand basic marketing concepts
- o Understand the different layers of customer satisfaction
- o Understand the concept of the golden circles
- o Understand the overall concept of the 4Ps
- o Understand the need for a structural element such as Business Modelling tools
- o Understand the process and activities of Business Modelling

***Course level:*** Basic.

***Commitment:*** 8 h

***Information and skills achieved after ending the course:***

- o Learn to define a feature vs. a value
- o Learn to create a product feature roadmap
- o Learn to identify the right Business Modelling tool

***Teacher:*** Wolfgang Knöbl

***Learning material:*** Presentations, weblinks to videos

***Contents:***

*Lesson 1 Innovation Marketing*

*Lesson 2 Business Modelling*

# UNIT 4 TECHNOLOGY TRANSFER

https://trainingtool.3dcentral-interreg.eu/moodle/course/index.php?categoryid=8

This unit aims to describe the technology transfer process in its various phases, from the contractual part to the implementation of technological and innovative solutions.

## Module TT1 Technology transfer: Contracting

https://trainingtool.3dcentral-interreg.eu/moodle/course/view.php?id=32



*Aim of the course:* The aim of the course is to provide participants with basic understanding of transactional issues of technology transfer in their legal and fiscal aspects.

*Course level:* Basic.

*Commitment:* 2,5 h

*Information and skills achieved after ending the course:* Basic understanding of intellectual property contracting and basic skills in using the Espacenet database for the purpose of due diligence.

*Teacher:* Łukasz Czernicki

*Learning material:* Video lessons, scripts, weblinks

*Contents:*

*Lesson 1 Introduction*

*Lesson 2 Technology transfer legislation. Technology transfer contracts*

*Lesson 3 How to properly conduct a due diligence study*

*Lesson 4 Fiscal aspects of technology transfer*

*Lesson 5 Spin off/start up creation*

## Module TT2 Implementation

https://trainingtool.3dcentral-interreg.eu/moodle/course/view.php?id=33



*Aim of the course:* This course addresses the introduction to and broad overview of PM methodologies and tools, together with positioning and choosing the right one and, also, defines risk management, presents software solutions and offers practical walkthrough.

It also addresses the introduction to and broad overview of teams and teamwork, defines how to build effective/successful team through team development (4 stages: forming, storming, norming and

performing) and presents the importance and benefits of teamwork. Additionally, it describes team conflicts and resolution approaches.

One of the crucial aims of this course is to define key components of effective knowledge management and technology transfer methodologies and software tools and present how those can be utilized.

*Course level:* basic/intermediate

*Commitment:* cca. 10 hours

*Information and skills achieved after ending the course:* After studying this course, participants will learn to understand different project management methodologies applicable for different project organizations and types, the differences between the project methodologies, the way how different methodologies are implementable and how different project management tools are applicable for project management. Additionally, they will learn how to choose the right project methodology, be able to use it for a particular project organization or project type and use appropriate project management tools in a concrete project.

Also, they will learn to understand principles of a team and teamwork and why is it important to build a successful teams for implementing successful projects. They will learn to understand and be able to mitigate conflicts in a team and, thus, become equipped with some basic approaches in resolving conflicts. They will learn how to establish a team, get the insight into the concept of how successful teams work and learn how to successfully resolve conflicts in a team and, subsequently, how to bring the team to a maximum performance.

The most important part of the knowledge gained via this course is the review of technology transfer concepts and overview of relevant technology transfer management methodologies and tools that might be used for identifying, documenting, promoting, matchmaking and implementing good practices and solutions.

*Teacher:* Grega Konkolič

*Learning material:* Presentations, scripts, weblinks

*Contents:*

*Lesson 1 Project management methodologies and tools*

*Lesson 2 Managing successful teams and conflict resolution*

*Lesson 3 Software tools for the technology transfer*