



## IEEPI - Fiche formation

### Analysing the market and building a strategy

#### Objectifs :

- Give an overview of the KTT landscape in Europe.
- Provide the tools to implement an IP strategy plan and a step-by-step methodology to define a strategic plan for intellectual property (with a focus on patents).
- Provide techniques to analyze the competition and benchmark the performance of current IP portfolio.
- Analyze examples of TT exploitation strategies to apply to everyday practice.

#### Public :

TTO/KTO (technology transfer officers or knowledge transfer officers), TT managers, Project managers, Business managers, IP experts or IP lawyers, Consultants involved in TT activities.

#### Caractéristiques :

**Durée :** 21h

**Horaire :** Day 1: 9:00 - 17:30 | Day 2 to 5: 9:00 - 12:30

**Niveau :** Perfectionnement

**Référence :** S21P002

#### Programme :

##### KTT landscape in Europe, USA and Asia

- National policies
- Specific approaches

##### Analysis of the technology

- Analysis of the product
- Development stages and TRL

##### Analysis of the potential buyers

- Analysis of the potential market
- Analysis of the potential licensees / partners

##### Exploitation strategies

- Design a knowledge transfer strategy: perspective from a Public Research Organism
- Design a knowledge transfer strategy: perspective from a private company

#### Détails:

#### Requirements

Fundamentals of KTT Management





## Assessment

- Quiz
- Examen de certification rncp ou rs

## Statistics

Recommendation rate: 75% (years 2023-2025)

## Instructors

Innovation and IP management strategist consultant, Principal Licensing Counsel, TTO Business Development Manager.

