

UNICO CONFERENCE 2009

Brighton – 10-12 June 2009

Thistle Brighton Hotel
Kings Road
Brighton, BN1 2GS

Programme

Wednesday 10 June 2009

1900-2100 Registration and Networking Drinks/Bufferet Dinner

Thursday 11 June 2009

0900-0930 Registration

0930-0945 Welcome to UNICO

Professor David Secher, Cambridge University and Unico Chairman

0945-1015 What's going on in Sussex

Speakers:

Colin Monk, Pro-Vice-Chancellor (Business and Marketing), University of Brighton
Professor Bob Allison, Pro-Vice-Chancellor (Research), University of Sussex

1015-1045 Tea/Coffee

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1045-1215 PARALLEL SESSIONS

Session A1 Funding the Gap

Chairperson: Dr Simon Haworth, Executive Director, IPSO Ventures

Speakers: David Baynes, CEO, Fusion IP
Paul Vickery, Investment Director, NESTA
Nick Rodgers, Chief Executive, IPSO Ventures

The speakers will be leading figures in those venture capital firms that specialise in investing in university technologies. They will speak about their experiences in investing, and will explain the factors that prompt them to decide to invest (or not) in an opportunity. Attendance is for anyone who wants to learn what investors are looking for in university technology transfer.

Session A2 Developments and Challenges of Regional and National Innovation Policies

Chairperson: John Francis, Director of Research & Business Development, Oxford Brookes University

Speakers: Dr David Mulligan, Senior Innovation Manager, SEEDA
Richard Braham, Policy Communications Advisor, NESTA
Dr Wilhelm Bauhus, Head of Research and Knowledge Transfer, University of Münster
Dr Paul Nightingale, Deputy Director of SPRU, University of Sussex

Innovation has been one of the hot topics for government both at a national and a regional level. Businesses and the public sector are all being exhorted to innovate to maintain a lead in their sector and become more effective. Universities are seen as being able to play a major role in the innovation ecosystem. Policy and processes are being developed and this session will explore policy and experiences from a national, regional and international perspective.

Session A3 Bid Writing

Chairperson: Dr Alison Campbell, Managing Director, King's College London Business Ltd

Speakers: Robin Lockwood, Head of Commercial Development, Newcastle University
Vince Osgood MBE, Associate Director, Economic Impact, EPSRC
Dr Jonathan Pearce, DPFS Programme Manager, Medical Research Council
Dr Adam Stoten, Project Team Manager, Isis Innovation Ltd
Dr Paul Thomas, Business Development Manager, University of Essex

Innovation is about making new knowledge useful. In the process of drafting grant proposals, PIs are increasingly being asked to consider the impact and commercial potential of their research. More grant funding schemes are being created to support translational research, across the disciplines. So what is the role of the TTO in this changing landscape? This session draws on experience of TTOs in helping to craft grant applications and explores best practice in management of research funding where it relates to translational research.

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Session A4 Open Space

Chairperson: Eleanor Taylor, Head of Proof of Concept Fund, Scottish Enterprise

Open Space is an exciting and productive way to talk to a group of like-minded people about issues that are important to you. Delegates are asked to participate by generating and leading topics for discussion. The main points of the discussion are captured on a flip chart and these can be shared with all delegates. Topics can be suggested in advance - or on the day.

Session A5 Networking – an opportunity to meet with exhibitors or talk to peers in The Atrium

1215-1330 Lunch

1330-1500 PARALLEL SESSIONS

Session B1 A Capital Adventure: how venture funding works

Chairperson: Dr Sue O'Hare, Head of Technology Transfer, University of Reading

Speakers: Laurence Garrett, Partner, Ethean Capital LLP
Stephen Bloomfield, Director, Corporate Governance Unit, Ashcroft International Business School, Anglia Ruskin University
Dr David McBeth, Director - Research & Innovation, University of Strathclyde
Lucius Cary OBE, Managing Director, Oxford Technology Management Ltd

Research institutions have long been working with venture capitalists to fund their spin-out companies. By now academics and technology transfer offices have become reasonably familiar with VCs and their outward appearance and behaviour. But what goes on behind the scenes? How does the whole venture funding market work? How do VC funds raise money? What are the expectations of their investors? How are individual VCs incentivised? This session will provide an insight from experts to complete the picture and give a better understanding of why VCs behave in the way they do.

Session B2 Charity Law, Tax Law and Research - Implications for working with Industry

Chairperson: Dr Phil Clare, Associate Director, Research Services, University of Oxford

Speakers: Dr Catherine Rohll, Solicitor, Manches LLP
Joanne Gilbey, Tax Partner, BDO Stoy Hayward LLP

Recent changes in tax and charity law have increased the focus on the charitable status of universities, and the implications that this has for the way we work with other organisations, and businesses in particular. Amid fears that this was the next schedule 22, Unico has been working with HEFCE, the HMRC and the Charity Commission, among others, to effect a solution. This talk will outline the problem, the guidance that has recently been published, and the implications for universities. The session will be of particular interest to colleagues who negotiate or manage research or other contracts with industry.

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Session B3

Chairperson:

Relationship Management

Liz Flint, Business Development Manager, Aberystwyth University

Speakers:

Dr Douglas Robertson, Director of Business Development & Regional Affairs, Newcastle University
Professor Simon Bradley, Vice President, EADS Innovation Works
Derek King, Admissions Tutor, School of the Built Environment, Liverpool John Moores University

Universities are more commercially active than ever before, and technology transfer offices have been actively developing their relationship management processes and skills. But how are other universities doing this? What are the differences between managing relationships with large corporates and with SMEs? What role does the academic play? How does the TTO interact with the rest of the university – are you representing the whole institution or just the technology transfer office? Most importantly, what do companies want? This session will provide an insight from a range of experts to give a better understanding of relationship management in a university context.

Session B4

Chairperson:

State Aid

Dr Ian Carter, Director of Research and Enterprise, University of Sussex

Speakers:

Dr Mary Canning, Proof of Concept Programme, Scottish Enterprise
Sarah Livestro, Solicitor, Shoosmiths
David Rose, Assistant Director, State Aid Branch, Department for Business, Enterprise and Regulatory Reform

This session will give a general overview of the State aid regime, including the policy behind the State aid rules, content of the rules and enforcement and penalties. It will cover how the State aid rules apply to universities, referring to the most important legislation and recent BERR guidance. It will then look at some specific examples, including issues that arise where a university uses public funding to develop a project to the point of spin-out formation.

Special Interest Group

InterAct PSRE Commercialisation Forum

(please note that this session, which is being organised by InterAct, runs from 12.15-17.00. A limited number of spaces may be available to conference attendees – if you would like to register your interest in attending please email info@unico.org.uk)

The InterAct project (www.interactpartnership.co.uk) provides such a forum for its six PSRE partners to share their collective commercialisation experiences alongside its work to create new opportunities through IP bundling. The aim of this workshop is to provide an opportunity for PSREs and key external stakeholders to discuss and share information on key topic areas identified by the InterAct partners.

1500-1530

Tea/Coffee

1530-1600

Annual General Meeting

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1600-1700

Speaker

Why should taxpayers spend money on University research?

Dr Graeme Reid, Head of Economic Impact, DIUS

1815

**CoachTransfer to Gala Dinner & The Impact Awards for Business, Environmental and Public Policy and Service Impact
Brighton Racecourse**

Dress Code: Black Tie Preferred

Friday 12 June 2009

0900-0945

Speaker

**Development and Growth of an Entrepreneurial Eco-System
between a University and its Community: the MIT Experience over
50 years**

Lita Nelsen MBE, Director of Technology Licensing, Massachusetts Institute of Technology

0945-1000

An Unofficial Survey of Practical UCF Performance

Dr Richard Jennings, Director of Technology Transfer and Consultancy Services, Cambridge Enterprise

1000-1030

Speaker

Technology Transfer Down Under - Chartering New Waters

Dr Andy Sierakowski, Director, Office of Industry & Innovation, University of Western Australia and Chairman, Knowledge Commercialisation Australasia

1030-1100

Tea/Coffee

1100-1230

PARALLEL SESSIONS

Session C1

Chairperson:

Dealing with US Funding

Dr Kevin Cullen, Director of Research & Enterprise, University of Glasgow

Speakers:

J.P. Kim, Director & Policy Officer, National Institutes of Health

Lita Nelsen MBE, Director of Technology Licensing, Massachusetts Institute of Technology

Dr Phil Clare, Associate Director, Research Services, University of Oxford

Does your university do any research funded by US funding agencies, NIH, NSF, NAS and the likes? Is there any reason why the Tech Transfer Office should know, or be interested? You can guess where this is going... Accepting funding from these sources legally commits the university to complying with US regulations relating to IP, from a requirement to report all inventions to obligations to exploit. If your university has any funding of this type, you have a job to do and you'd better find out what it is. We have an expert panel to tell you what you really, really (legally) need to know. These include JP Kim from NIH, Lita Nelsen from MIT and Phil Clare from Oxford University, who has real life experience of dealing with the issues.

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Session C2

'Hubs and Spokes'

Chairperson:

Professor David Secher, Cambridge University and Unico Chairman

Speakers:

Dr Tim Fell, Chief Operating Officer, CellCentric Ltd
Dr Herbert Reutimann, Managing Director, Unitectra, Technology Transfer University of Zurich and University of Berne
Dr Paul Mele, Director of Technology Transfer, US Army Medical Research and Materiel Command

Both Richard Lambert and Professor Paul Wellings called for new models of technology transfer offices working together. Why has there not been more activity in this area? Some models from the UK and abroad will be discussed as well as how to follow up or respond to these suggestions. This session will be unmissable for anyone from large or small offices who feels that there could be scope for more effective working through collaboration.

Session C3

Valuing IP

Chairperson:

Dr Douglas Robertson, Director of Business Development & Regional Affairs, Newcastle University

Speakers:

Dr Jackie Maguire, Chief Executive, Collier IP Management
Paul Braye, Corporate Tax Director, BDO Stoy Hayward

The valuation of IPR is notoriously difficult. Universities, in general, are often accused of over-valuing IPR by representatives of the business community. However, universities often respond that business under-values the IPR arising from universities. In a survey carried out by Browne Jacobson, a leading UK law firm, a poll of 220 UK business owners found that 80% of business owners were unaware of the value of their intellectual property assets, and only 48% had any clear policies in place for protecting IPR. The difficulty over IPR valuations is that there is no such thing as a generic rule, just as there are no generic rules for royalty rates which can be expected from inventions. Valuation of IPR or lack of valuation at an appropriate time also raises taxation issues. This session will consider the issues for universities relating to IPR valuation as well as different approaches to valuation.

Session C4

Working with your NHS Trust

Chairperson:

Dr Alison Campbell, Managing Director, King's College London Business Ltd

Speakers:

Dr David Chilvers, Chief Executive, NHS Innovations London
Dr Rich Ferrie, Head of BioMedica Group, University of Manchester Intellectual Property Limited (UMIP)
Dr Maire Smith, Founder/Director, Zephyr Innovation
Dr Mark Taylor, General Manager, Oxford Biomedical Research Centre

Academic Health Sciences Centres, NHS Innovation Hubs, OSCHR, Biomedical Research Centres – never has the landscape for biomedical and health research and exploitation been so exciting and so complicated. In this session, practitioners from university and the NHS will share their experiences of working together to create value in translational research and development.

Session C5

Networking – an opportunity to meet with exhibitors or talk to peers in The Atrium

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1230-1330

Keynote address – Dr Graham Spittle CBE

Speaker:

Dr Graham Spittle CBE, Vice President, Software UKI (UK & Ireland), IBM and Chair of the Technology Strategy Board (TSB)

1330

Conference ends

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