

UNICO CONFERENCE

Bristol – 4-6 June 2008

Mercure Holland House Hotel & Spa Bristol
Redcliffe Hill
Bristol
BS1 6SQ

Programme

Weds 4 June

1900-2100 Registration and Networking Drinks/Buffer Dinner

Thurs 5 June

1000-1015 Welcome to UNICO

Professor David Secher, Chief Executive - N8 Research Partnership and Unico Chairman

1015-1045 Higher Education's role in the Bristol City region and the South West

Speaker: Professor Eric Thomas, Vice-Chancellor - Bristol University

1045-1230 PARALLEL WORKSHOPS

Workshop A1 Building Relationships with Corporates

Chairperson: Dr Jeff Skinner, Director for Corporate Alliances at University College London and Executive Director of the Foundation for Entrepreneurial Management at London Business School.

Speakers: Dr Colin Wyatt, Director of Business Development - Imperial College
Mr Paul Findlay, Head of Knowledge Transfer – University of Hertfordshire
Dr Jon Hunt, Head of Research Development & Collaborations – University of Bath

There is a growing realisation that a good relationship with a company is a pre-requisite for more formal (and higher value) interactions (licensing, R&D, consulting, training). Investing in the relationship allows the two 'parties' (business and university) to understand each others' needs, priorities, structures and personalities. Nothing new here – however, what is new is a growing trend – in businesses and universities – to assign people to develop these relationships by acting as champions for each other, exchanging information and making connections – thus building a set of 'broadband' interactions. In this session we see how a number of universities have done this – what's worked and what hasn't, and how much value such a strategy (investment) yields.

Workshop A2 Research Pooling

Chairperson: Eleanor Taylor, Head of the Proof of Concept Programme - Scottish Enterprise

Speakers: Professor David Secher, Chief Executive - N8 Research Partnership and Unico Chairman
Professor David Gani, Director of Research Policy and Strategy - Scottish Funding Council

David McBeth, Director of Research & Innovation - University of Strathclyde
Dr Ciaran O'Beirne, Technology Transfer Manager - University College Dublin

What is being done to promote collaboration between researchers?

Research pooling is a unique initiative to encourage greater collaboration between networks of researchers across our universities. It makes a major contribution to ensuring that research maintains its competitive edge both internationally and within the UK.

In Scotland eight pooling initiatives have been funded to date in: physics; chemistry; engineering and mathematics; geosciences, environment and society; economics; life sciences; and brain imaging. The total investment committed exceeds £300 million over 4/5 years, including £100 million from the Funding Council.

While it is too early to judge the success of pooling, early signs are very encouraging. Pooling is helping to generate new opportunities for researchers and is also attracting new talent to Scotland, and the UK in Northern England and Ireland.

Workshop A3 Licensing to Industry – Issues and Impacts

Chairperson: Tom Hockaday, Managing Director – Isis Innovation

Speakers: Dr Jacqui Shea, Associate Director, Emergent BioSolutions, Emergent Product Development UK Ltd
Dr Tim Fell, Chief Operating Officer, CellCentric Ltd

Licensing royalty receipts by UK universities suggest over £1bn industrial turnover per year from university intellectual property. How do these levels of U2B licensing compare with B2B licensing? How does industry view its licensing deals with UK universities? Speakers will present the industry perspective on licensing from universities, exploring some of the challenges and rewards from this growing activity. The session is aimed at anyone from the research base and industry interested in developing their licensing activities.

1230-1400 Lunch

1400-1630 Hot Topics

Introduced by: **Eleanor Taylor, Head of the Proof of Concept Programme - Scottish Enterprise**

Following on from the success of Open Space at the December conference we will focus on hot topics including how HEI's and RDA's work with each other, career development for tech transfer professionals and Proof of Concept Programme / funds. On the day you will also have the opportunity to suggest other topics for discussion.

1630-1700 Tea/Coffee

1700-1800 University commercialisation in Australia – standing up for your IP rights through litigation.

Chairperson: Professor David Secher – Chief Executive, N8 Research Partnership and Unico Chairman

Speaker: Dr Andy Sierakowski - Director, Office of Industry & Innovation - University of Western Australia and Chairman, Knowledge Commercialisation Australasia (KCA)

As Chairman of the KCA, Andy will discuss the Australian university sector's recent commercialisation data collection and trends emerging over the last 5 years. In addition, he will discuss some UWA case studies, including a recent major legal action that the UWA has just concluded against a former professor and the public company he formed.

1900 **Transfer to GALA DINNER at Ashton Court Mansion, Long Ashton, Bristol**

Fri 6 June

0830-0900 **AGM**

0900-1000 **University Spinout Companies – What are the Critical Success Factors?**

Chairperson: Dr Nick Bourne, Deputy Director Commercial Development, Research and Commercial Division
– University of Cardiff

Speakers: Dr Susan Searle, Managing Director – Imperial College Innovations Ltd
Philip Birch, Chief Executive Officer – Veyan Medical Ltd

In the recent past senior politicians have extolled the virtues of university spinouts, quoting the numbers that have floated on the stock market and their respective value which, according to Unico's information sources, is over £1.5 billion. In this session we examine some of the critical success factors that make some university spinouts more successful than others. Our speakers will draw upon their considerable experience of managing university spinouts to provide the respective views of an investor and a university. We will examine specific "success stories" in retrospect to determine whether there are any lessons for the future. This session aims to provide a greater insight into how successful companies are spun out of university research, based on actual case studies.

1000-1130 **PARALLEL WORKSHOPS**

Workshop B1 **Charities Act**

Chairperson: Dr Malcolm Cross, Director of Research and Innovation – University of Bath

Speakers: Phil Clare, Associate Director, Research Services – University of Oxford
Keith Moore, Head of Charities – Her Majesty's Revenue & Customs Charities
Kerry Sykes, Deputy-Director of Finance - University of Cambridge
Philip White, Head of Liverpool Legal Team - Charity Commission

Knowledge transfer and university-industry collaboration could be affected radically by the changes to the definition of what constitutes a charitable purpose introduced by the Charities Act 2006, scheduled to come into force in April 2008. Unico is having ongoing discussions with HMRC, the Charities Commission, BUFDG and the Treasury to protect universities from potentially debilitating taxation disincentives which could have wide-sweeping negative impact, discouraging knowledge transfer, industrial research contracts and overall university-industry relations.

Over the past few years, with the hard work of its member Technology Transfer offices, Unico "nipped in the bud" other laws, regulations and policies which were to impede research commercialisation, including Schedule 22 and the EU State Aid.

This workshop will provide an overview of the Charities Act, the Finance Act 2006, a report of Unico's work on this to date, and an opportunity for you to help make the case for eliminating this potentially onerous taxation and narrow definition of public benefit.

Workshop B2 Metrics

Chairperson: Dr Kevin Cullen, Director of Research & Enterprise – University of Glasgow

Speakers: Professor Mark Schankerman – Professor of Economics, Executive Director of the McGuire Center for Entrepreneurship at the University of Arizona
Dr Alice Frost – Head of Business & Community, HEFCE
Ursula Kelly - Assistant Director, Policy & Communications, University of Strathclyde.

Measuring what we do and how we do it is very much in vogue right now, with everyone trying to find ways of assessing, benchmarking and improving Technology and Knowledge transfer. TT and KT are now also the subject of real, rigorous academic study. This session will look at measurement of TT/KT from the perspectives of academics, policy-makers and practitioners.

Workshop B3 Arts and humanities & the social sciences – an agony aunt session

Chairpersons: Mark Thompson, Head of Market Development – UMIP
Professor Stephen Hagen, Director of Research, Business and Innovation – University of the West of England
Mike Bennett, co-founder and joint MD of E3 Media

At the last UNICO conference, a group of delegates met in the Open Space session to discuss the unique issues and challenges faced when trying to commercialise the IP from this area. Everyone agreed that it is hard! The outputs from this session will be shared at the beginning of this practical workshop. The main body of the session though is devoted to the audience in an informal "peer-help" workshop. Anyone who is trying to progress projects in this area is encouraged to share with the audience some of their current/recent cases. We are particularly keen for people to use this session to share specific difficulties that they face on individual projects, as you never know, there may be someone in the room with some experience or inspiration to draw on, or have leads or contacts that may help.

1130-1200 Tea/Coffee

1200-1300 Keynote Address - Iain Gray

Speaker: **Chief Executive of the TSB (Technology Strategy Board) most recently Managing Director and General Manager of Airbus UK**

1300 Conference ends