



PraxisUnico.
Commercialising research

Annual Conference 2010
Engaging business, stimulating innovation

Nottingham – 16-17 June 2010

0900-1030

Registration / tea / coffee

Pre-Conference Event – The Impact Awards
Finalists Poster Showcase



1030-1045

Welcome to PraxisUnico

Professor David Secher, University
of Cambridge and PraxisUnico Chairman

1045-1130

Nottingham – Effective Collaboration in Knowledge Transfer

Creating a Critical Mass for Knowledge
Transfer Collaboration

Speakers

Chris Thompson, Chief Financial Officer, The University
of Nottingham

Professor Baback Yazdani, Dean of Nottingham Business
School, Nottingham Trent University

Dr Glenn Crocker, Chief Executive, BioCity Nottingham

Nottingham is creating an environment to foster scientific
excellence and underpin the economic prosperity of the city
region and beyond. The presentations will give an overview
of a range of university-linked knowledge transfer activities
and operations including Science City, The Ingenuity
Programme and BioCity.

1130-1300

Parallel Sessions

Session A1

The Impact of the Recession

Chairperson

Carina Healy, Partner, Dundas & Wilson

Speakers

Dr Michael Dalrymple, Director of Intellectual Property and
Business Development Division, Medical Research
Council Technology

Brian Horsburgh, Business Development Director, IP Group plc

Alexander Weedon, Legal Affairs & IP Manager, UCL Business plc

The current economic climate is changing the nature of the
work being undertaken by technology transfer offices. What do
TTOs need to do to adapt to these current challenges? Disputes
with spin-outs, licensees, and commercial research funders are
becoming more frequent occurrences. What can you do to
avoid disputes and how do you handle them if they arise? Many
spin-outs are suffering from an extreme lack of funding. How do
you identify “the dead and the dying” and what do you do with
them? Insolvency of licensees is a common occurrence. How
do you make sure you get the technology back?

Session A2

Non-Executive Directors

Chairperson

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

Speakers

Tom Hockaday, Managing Director, Isis Innovation Ltd

Stuart Thompson, Director IP Exec, IP Group plc

Dr Ian Wilding, Biotech Consultant, Ian Wilding Associates Ltd

Non-Executive Directors can be a fabulous resource to help
support your spin-out and start-up companies. They can bring
experience, networks, advice and credibility to a young
company exactly when it needs those things. But where do you
find the right people? What are you looking for in them? What
do you expect from them and what do they expect in return?
We will hear from a Non-Exec Director, a company that has
successfully worked with NEDs and from a tech transfer office
explaining the benefits and issues related to non-exec
involvement in companies.

Session A3

How to Build Relationships with Corporates

Chairperson

Dr Diane Harbison, Associate Director, Pfizer

Speakers

Dr Rob Pinnock, Director, Scientific Liaison, Merck Sharp
& Dohme

Dr Colin Adams, Director of Commercialisation,
School of Informatics, University of Edinburgh

Dr David Rhodes, Deputy Director, Health Protection Agency

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. This session will
consider the best practice for building and maintaining these
relationships. It will also look at the different approaches that
corporates have when working with universities.

Session A4

What is Social Enterprise?

Chairperson

Dr Jeff Skinner, Executive Director Foundation for Entrepreneurial
Management, London Business School

Speakers

Sarah Yorke, Development Manager, UnLtd

Lauren Croll, Development Manager, UnLtd

Ruchi Gupta, Student, The University of Manchester

Social enterprises are “businesses with primarily social objectives
whose surpluses are principally reinvested for that purpose in the
business or community, rather than being driven by the need to
maximise profit for shareholders and owners” (Source: The
Cabinet Office. Office of the Third Sector). This session will explore
the role of social enterprises as part of the knowledge transfer

landscape. Social enterprises are often considered to be another
name for charities but whilst a social enterprise has a primarily
social or environmental purpose they are businesses and run with
the same requirements of any enterprise with a far lower reliance
(if any) on grant funding. How are they different and when are
they an appropriate route to generate impact from research?

Session A5

Networking

An opportunity to meet with exhibitors or talk to peers in
The Atrium

1300-1400

Lunch

1400-1430

What I Wish My Boss Would Have Told Me

Chairperson

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

If you don't run a team or if your life isn't consumed by policy
and impact - this is the session for you! Geared towards
KT professionals managing a busy caseload, this interactive
workshop will explore current, on-the-ground issues and
problem solving.

or

The Contribution of Public Sector Research to the Discovery of New Drugs



Speaker

Dr Ashley Stevens, President, Association of
University Technology Managers

Dr Stevens will present the results of a study he
is carrying out into the contribution of public
sector research institutions to the discovery of
FDA approved drugs. While the first phase of the study focuses
on the contribution of US public sector research institutions, he
will present preliminary data on the contribution of institutions
outside the US.

1430-1515

PSRE - University Interactions

Chairperson

Sunil Shahaney, Head of Commercialisation, Partnerships UK

Speakers

Dr David Gleaves, Chief Executive, MidTECH - NHS Innovations West Midlands

Dr Phil Wakeley, Business Development Manager/Deputy Commercial Programme Manager, Veterinary Laboratories Agency

Dr Sarah Macnaughton, Senior Consultant, Isis Innovation Ltd

Over the past nine years many PSREs have invested in building their technology transfer/commercialisation capabilities supported through four rounds of the Public Sector Research Exploitation Fund (equivalent funding to HEIF and which has supported capacity building, proof of concept funds and seed funds). Many PSREs already work closely with universities on joint research projects and in many fields such projects bring together complementary skill sets and facilities – often a combination of more fundamental research at a university with applied research and applications or facilities at the PSRE. Yet despite these synergies the technology transfer communities from the universities and PSREs remain largely unknown to each other. This session aims to be a forum to showcase some of the technology transfer activities from across the wider PSRE community with a particular emphasis on examples where PSREs and university TTOs are building joint technology transfer activities. These joint activities include individual joint exploitation projects and more formal longer term partnerships. It is hoped the session will identify new opportunities for these two technology transfer communities through joint collaboration.

1515-1545

Tea / Coffee

1545-1645

The Impact of Spin-outs – Panel Debate

Chairperson

Dr Jeff Skinner, Executive Director Foundation for Entrepreneurial Management, London Business School

Speakers

Professor Mike Wright, Professor of Financial Studies, Director of Centre for Management Buy-out Research, The University of Nottingham

Dr John Burt, Former CEO & Co-founder, Thiakis

Dr Ederyn Williams, Director, Warwick Ventures

Over the last decade we have put a huge amount of effort into stimulating spin-outs. It's been immensely successful for the UK and we have created well over 1000 such businesses and 'induced' hundreds of millions of external investment between us. This is 'impact' by any measure, but at what opportunity cost? Spin-out creation is hugely resource intensive, both in terms of time and expertise (TTO and scarce academic time) and the 'hit rate' - as with all VC investments - is low. The financial return is very nice when it happens but that isn't very often. In this new world of REF where socioeconomic return is at the fore and academics are measured by 'impact per annum' should we accept that there are better ways of transferring technology and start de-emphasising the 'spin-out' in favour of 'co-created' knowledge?

1700

Coach Transfer to Jurys Inn Nottingham

1845

Coach Transfer from Jurys Inn Nottingham to Gala Dinner & The Impact Awards

Dress Code: Black Tie Preferred

THE IMPACT AWARDS

Thursday 17 June 2010

0830

Coach Transfer to EMCC from Jurys Inn Nottingham

0915-1215: PSRE Commercialisation Forum: common barriers to success and their solutions

The aim of this event, organised by InterAct, is to provide an opportunity for PSREs and key external stakeholders to discuss and share information on two key topics in the commercialisation arena - selling consultancy services & approaches to marketing of commercial services and technology opportunities. The format will be a combination of presentations from stakeholders and invited PSREs, and workshop style discussions involving all participants. The workshop will build on the success of the first PSRE forum event, which was held at the Unico conference in Brighton in June 2009.

0915-1215

Plenary Sessions

0915-1000: Keynote Speaker

TBC

1000-1130: Topical Issues (inc Tea/Coffee)

Introduced by: Dr Alison Campbell OBE, Managing Director, King's College London Business Ltd & Carina Healy, Partner, Dundas & Wilson

This is your session where you get the opportunity to talk to a group of like-minded people about the things that are important to you. Using the 'Open Space' technique, delegates are asked to participate by generating and leading topics for discussion. The discussions will be held in designated 'breakout spaces' and participants are free to move amongst the groups as they please. Experienced facilitators will be on hand to ensure that delegates get the most out of this process. The main points of the discussion are captured on a flip chart and these can be shared later with all delegates.

1130-1200: Research Councils UK Perspective: Pathways to Impact

Speaker

Dr Simon Jackman, Head of Knowledge Exchange, Natural Environment Research Council & Chair, Cross Council Impact within Peer Review Group

Following on-going dialogue with the research community about Impact Plans, Research Councils UK have enhanced the guidance and changed the name of Impact Plans to Pathways to Impact, in order to clarify what we are asking for. Although the name has changed, the information that we are asking for has not. This presentation will demonstrate why excellence with impact is important and what we mean by impact. It will also provide an overview of Research Councils UK expectations and policies for Pathways to Impact.

1200-1215: Members' Meeting

The Board will present its annual report to PraxisUnico members and ask them to approve the election of the Board for 2010/11. This session is an important opportunity for all members to ask questions and to find out more about how to get involved as a volunteer.

1215-1315

Lunch

1315-1445

Parallel Sessions

Session B1

The Role of the TTO/KTO in Impact

Chairperson

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

Speakers

Graeme Rosenberg, REF Manager, HEFCE

Professor Jerry Roberts, Head of Biosciences, The University of Nottingham

Dr Ederyn Williams, Director, Warwick Ventures

The 'impact agenda' is increasingly recognised as 'the only game in town'. It has been described as the biggest change in the activity of TTOs and KTOs since their creation. Both research grants and block grants will increasingly be determined by impact, through impact statements in applications and case studies for the REF respectively. But does it present a clear opportunity to be seized to put the TTO/KTO at the centre of the organisation, or does it represent a threat of increasing isolation and irrelevance? This session will explore what is meant by impact, why it is so important, how it can be measured, and how it can be demonstrated both internally within the institution and externally to Government, funders and the general public. In the light of these explanations the role and opportunities for the TTO/KTO will be considered.

Session B2

Have you Evolved Yet? Using Web 2.0 and Social Networking for Knowledge Transfer

Chairperson

Sean Fielding, Director of Research and Knowledge Transfer, University of Exeter

Speakers

Brian McCaul, Director of Exploitation and Commercialisation, University of Leeds

Iain Simpson, Head of Commercial Insights and Digital Marketing, BDO

We all have our own websites but do we know what business they bring us? We have all heard of Facebook, LinkedIn, Twitter etc. but do we use them to promote our organisations and communicate our successes? Should we be using Web 2.0 to generate income? Can we use Web 2.0 to build business intelligence and learn about competitors? What is the best practice and etiquette when using social networking platforms?

This session aims to showcase a few examples of good practice from HE and elsewhere and to answer your Web 2.0 questions to ensure you're not at risk of becoming a dinosaur.

Session B3

Why I Hate the TTO

Chairperson

Dr Angela Kukula, Head of Contracts and IPR, Aston University

Speakers

Dr James Houston, Former Director, Research & Innovation Services, University of Dundee

Dr Chris Martin, R&D Business Development, Pfizer

Dr Andrew Muir, Director, Midven and Fund Principal for the Rainbow Fund

Professor Geoff Tansley, Head of Mechanical Engineering & Design Group, Aston University

We all like to think that we do our jobs perfectly and that everyone who we have to deal with loves us, but I'm sure that we all also secretly suspect that that is not the case. In this session we have our worst fears confirmed and find out that we may not be universally loved and in fact there may be one or two things that we do that the people we work with find downright irritating and annoying.

This will be a light-hearted session in which we find out from four different perspectives the things that the people we work with find frustrating and why. At the end of the session there will be an opportunity to debate the issues raised and we should all be able to take away some suggestions for things we could do differently to make the technology transfer experience better for everyone.

Session B4

Funding the Gap

Chairperson

Dr Sue O'Hare, Associate Director (Enterprise), London Metropolitan University

Speakers

Dr Stephen Bence, Managing Director, Transentia Ltd

Neil Crabb, Chairman, Frontier IP Ltd

Dr Mark Payton, Fund Principal, Mercia Technology Seed Fund

How do you get funding to develop a research idea towards commercialisation, especially in the downturn? The 'equity gap' is a well-known phenomenon, but how can you get round or across it? What kind of funding is available? Are there alternatives to traditional early-stage equity investment? Where should you look? What should you do to make success more likely?

The speakers will be leading figures in the commercialisation of university technologies, including investors and advisers. They will share their experience and spark a debate on securing funding for your technology.

Session B5

Networking

An opportunity to meet with exhibitors or talk to peers in The Atrium

1445-1530

Accelerating Scientific Innovation through Design

Speakers

Ellie Runcie, National Programme Director, Designing Demand, Design Council

Dr George Rice, Commercial Manager, Technology Demonstrator, The University of Nottingham

For the UK to achieve a step-change in innovation we need to play to our strengths. We lead the world in scientific research and we have a world-class design industry with a track record of translating research and inventions into successful brands, products and services. So can we boost innovation in the UK by bringing these two communities together? Top businesses like Microsoft, Nokia and Apple already do it by using design from the earliest stages of technology development. What can technology transfer learn from them?

To find out, six technology transfer offices have been working with design mentors for the last 12 months to discover how design can help accelerate and de-risk the commercialisation process and improve investor readiness. Ellie Runcie looks at

the evidence from this Design Council project as well as its work with hi-tech start-ups.

Ellie will be joined by Dr George Rice, who will give a case study perspective from one of the universities that has taken part in the technology transfer project.

1530-1600

Seeing Further: Setting a Long-Term Vision for UK Science and Innovation



Speaker

Dr James Wilsdon, Director, Royal Society Science Policy Centre

The 2010 General Election was dominated by intense debate about the pace and scale of cuts in public spending. In this febrile climate,

we need to articulate clearly why continued investment in science, research and innovation will underpin future growth and prosperity. How well is this case being made? And are the politicians listening?

James Wilsdon will outline the headlines of a recent Royal Society report on this theme. He will predict how debates over investment, impact and innovation will play out over the course of the next Parliament. And he will explore the changing role of the scientific and academic community in policymaking.

Linking current debates to the 350th anniversary of the Royal Society, James Wilsdon will defend the need for a long-term vision for research policy. We can't predict the 21st century counterparts of quantum theory, the double helix and the computer, nor where the great innovators will get their formative training and inspiration. But one thing seems certain: unless we get smarter, we'll get poorer.

1600

Conference Ends

1615

Coach Transfer to Jurys Inn Nottingham

Professor David Secher, Current Chairman



David Secher is an independent consultant in the area of research commercialisation – in the UK and internationally. He is also a Non-Executive Director of CellCentric Ltd. and a Life Fellow of Gonville and Caius College, Cambridge. In 2002, together with Lita Nelsen of MIT, he founded Praxis, the leading UK

technology transfer training company which in October 2009 merged with Unico. For his contributions to creating “environments that favour enterprise, specialising in the practical aspects of commercialising the results of academic research”, he received the Queen’s Award for Enterprise Promotion in 2007.

Previous roles include founding Chief Executive of the N8 Research Partnership, a collaboration of the eight most research-intensive universities in the North of England; Director of Research Services, University of Cambridge; College Lecturer in Cell Biology and Graduate Tutor, Gonville and Caius College; Director of Drug Development, Cancer Research Campaign (now Cancer Research UK); and Director of Monoclonal Therapeutics, Celltech Ltd. He has also been a Visiting Professor at the University of Sheffield and an advisor to the South Yorkshire Investment Fund.

David graduated from the University of Cambridge (Churchill College) with First Class Honours in biochemistry. His PhD work at the Medical Research Council (MRC) Laboratory of Molecular Biology was with the late César Milstein (Nobel Prize-winner for discovery of monoclonal antibodies). Together with Derek Burke, David made and patented the first monoclonal antibody to human interferon. This work led to an interest in technology transfer and appointment as the MRC’s first Cambridge technology transfer officer.

Dr Phil Clare, Chairman Elect



Phil Clare is the Associate Director of Research Services at the University of Oxford. At Oxford his main foci of responsibility are research contracts, intellectual property management, European Funding and relationships with industry. He has been a member of the Praxis and Unico Boards for several years, and

before that spent six years on the committee of ARMA, the Association of Research Managers and Administrators. He will become chair of PraxisUnico in June 2010. Phil holds a BSc in Chemistry from King’s College London and a PhD from the University of Bath. He also has an MA in Intellectual Property Management from Bournemouth University. Since leaving science, he has worked in research administration and management at the Universities of Bath, Bournemouth and Oxford, and also worked for the UK Research Office in Brussels. He believes passionately in the importance of research in universities to the economic and intellectual life of any country, and the role of Research Support and Technology Transfer Offices in facilitating that contribution.

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