

Wednesday 21 September	Thursday 22 September	Friday 23 September
<p style="text-align: center;"><b>09.00 - 09.15</b></p> <p><b>Course introduction</b> <b>Course team</b></p> <p style="text-align: center;"><b>09.15 - 10.00</b></p> <p><b>Terminology</b> Objective: to learn basic and often used terminology that is specific to software. We will introduce the subject by stating definitions and nomenclature that is frequently used and makes life easier in dealing with software related inventions, patents, and business concepts. <b>Catarina Maia</b>, Head Technology Licensing Office, INESC-TEC, Portugal</p> <p style="text-align: center;"><b>10.00 - 10.45</b></p> <p><b>First evaluation (intellectual asset inventory)</b> Objective: to learn software specific intellectual property issues and challenges including common mistakes and hygiene factors. We address software specific issues and challenges and learn which questions to ask when you check a software invention disclosure. This also gives insight in software specific challenges and what to look out for in the development of the case. <b>Bart Nelissen</b>, Business Developer, Eindhoven University of Technology (TU/E), The Netherlands</p>	<p style="text-align: center;"><b>09.00 - 09.45</b></p> <p><b>Channels to market: apps, cloud, licensing models, hardware/software bundles, etc.</b> Objective: To understand the various channels that can be used to market software based inventions. This session we will review a number of channels that can be used to get software to market and get an understanding of the criteria of which route is preferable under what boundary conditions. <b>Gavin Smith</b>, Director, Lancaster University, United Kingdom</p> <p style="text-align: center;"><b>09.45 - 10.30</b></p> <p><b>Business models: making money</b> Objective: Understand how to turn your software into a viable business. The session will focus on the various possibilities that are available and with software specific angles. Which challenges will you face in marketing, payment models, regulations and restrictions, required personnel, etc.? <b>Gavin Smith</b></p>	<p style="text-align: center;"><b>09.00 - 10.30</b></p> <p><b>Spin out; investors perspective; investment manager</b> Objective: Understand what an investor is looking for in a software business. In this session an investor is giving his perspective on software driven businesses and will address issues such as ROI opportunities, time to market, liability risks, building the correct team, market entry thresholds etc. <b>Including case study.</b> <b>Guy Huylebroeck</b>, Investment Partner, Qbic, Belgium</p>
10.45 - 11.15 COFFEE BREAK	10.30 - 11.00 COFFEE BREAK	10.30 - 11.00 COFFEE BREAK
<p style="text-align: center;"><b>11.15 - 12.15</b></p> <p><b>Software Intellectual Property Rights</b> Objective: To understand the basics of the different forms of IP that apply to software and learn how to protect these including patents, copyright, database rights, etc. Most of us will be familiar with patent protection but with software this is not always straightforward and other perhaps less familiar forms of IP protection can often be more appropriate. <b>Malcolm Bain</b>, Partner, id law partners, Spain</p>	<p style="text-align: center;"><b>11.00 - 11.45</b></p> <p><b>Testimonials</b> Objective: To get a number of examples of software business successes and to understand their success factors. It is important to learn from others but without the proper understanding of the settings and why things worked out, the information is less useful. We here look into well-known successes and learn about their challenges and how they managed to turn their business into an international success. <b>Robert Harrison</b>, Patent Attorney, 24IP Law Group, Germany</p>	<p style="text-align: center;"><b>11.00 - 13.00</b></p> <p><b>Market penetration and scalability</b> Objective: to understand the connection between the market, channels, business models and growth. You have a business in operation, maybe secured some capital, and a first customer. It is time to consider how to scale your business. In parts of this session you will be asked to reflect on the learnings so far in the course and discuss how you would address scalability. <b>Guy Huylebroeck</b></p>

<p style="text-align: center;"><b>12.15 - 13.15</b></p> <p><b>Open Source &amp; Creative Commons</b>  Objective: How to deal with the opportunities and limitations of Open Source &amp; Creative Commons including legal aspects, business advantages and disadvantages.  We will dive into the various forms of Open Source and Creative Commons that are available and how these will affect our business case. What if the invention contains elements of Open Source or Creative Commons with limitations to commercial exploitation? What do we need to take into account to ensure that we still have a valid business case?  <b>Catarina Maia</b></p>	<p style="text-align: center;"><b>11.45-12.30</b></p> <p><b>Big data opportunities and risks.</b>  Objective: To understand where, for example, legislation and ethics will affect the possible business case.  Big data analytics offer opportunities that are extremely interesting but have well known issues. There are quality questions needed to be addressed especially for international business. The privacy issue and ethical considerations must be dealt with in policies etc.  <b>Milan Petković, Vice President, Big Data Value Association, Belgium</b></p>	<p style="text-align: right;"><b>13.00 - 13.15</b></p> <p>Wrap up  <b>Course team</b></p>
13.15 - 14.15 LUNCH	12.30 - 13.30 LUNCH	13.15 - 14.15 SANDWICH LUNCH
<p style="text-align: center;"><b>14.15 - 15.15</b></p> <p><b>Classical software licenses</b>  Objective: To learn the basics of a software license agreement.  We will analyse a classical software license agreement and address the common terms and conditions that are specific for software.  <b>Malcolm Bain</b></p> <p style="text-align: center;"><b>15.15 – 15.30</b></p> <p><b>Case study introduction</b>  Objective: To run through a realistic invention disclosure scenario. This takes us from the first contact with the disclosure through the first level due diligence of a software case.  <b>Course team</b></p>	<p style="text-align: center;"><b>13.30 - 13.45</b></p> <p><b>Business Model case study introduction</b>  Objective: To get a feeling of which business models can be used to market software. You will be asked to apply what you have learned today and analyse a number of business models from a set of well-known examples.  <b>Robert Harrison &amp; Course team</b></p> <p style="text-align: center;"><b>13.45 - 15.30</b></p> <p><b>Business Model case study in groups</b>  <b>Robert Harrison &amp; Course team</b></p>	<p><b>COURSE ENDS</b></p>
15.30 - 16.00 COFFEE BREAK incl case study exercise	15.30 - 16.00 COFFEE BREAK	
<p style="text-align: center;"><b>16.00 – 17.00</b></p> <p><b>Case Study within groups</b>  <b>Course team</b></p> <p style="text-align: center;"><b>17.00 – 17.30</b></p> <p><b>Case study Feedback</b>  <b>Course team</b></p> <p style="text-align: center;"><b>17.30 -17.45</b></p> <p><b>Round up of day 1</b>  What did we learn today: time for afterthoughts, hands-on examples, exercises and Q&amp;A.</p>	<p style="text-align: center;"><b>16.00 - 16.30</b></p> <p><b>Business Model case study Feedback</b>  <b>Robert Harrison &amp; Course team</b></p> <p style="text-align: center;"><b>16.30 – 16.45</b></p> <p><b>Round up of day 2:</b>  What did we learn today: time for afterthoughts, hands-on examples, exercises and Q&amp;A.</p>	
<b>19.00 NETWORKING DINNER</b>		