



Continuing Professional Development Training @ NovaUCD

NovaUCD is committed to delivering a comprehensive programme of courses, seminars and workshops, to the academic and research community, in the areas of technology commercialisation and innovation.

Our aim in the area of Continuing Professional Development is to facilitate Lifelong Learning, and to be a resource to help people navigate their path through the spectrum of opportunities and challenges that is technology commercialisation.

What's important?

The underlying principles on which we base our activities are:

- Importance of developing creativity and problem solving skills
- Interdisciplinary teams
- Emphasis on the importance of the market opportunity
- Making better use of networks – scientific and business
- Focus on applied learning – people can learn the basic theory themselves, applied learning helps them really figure it out.

Who are our courses for?

The NovaUCD Innovation Path is for all academic staff, researchers, PhD students and entrepreneurs in start-up companies who are located at NovaUCD Innovation Centre.

How to navigate the Innovation Path

When people start on this path they will progress through a number of phases of development, and NovaUCD can provide lifelong learning opportunities for each step.

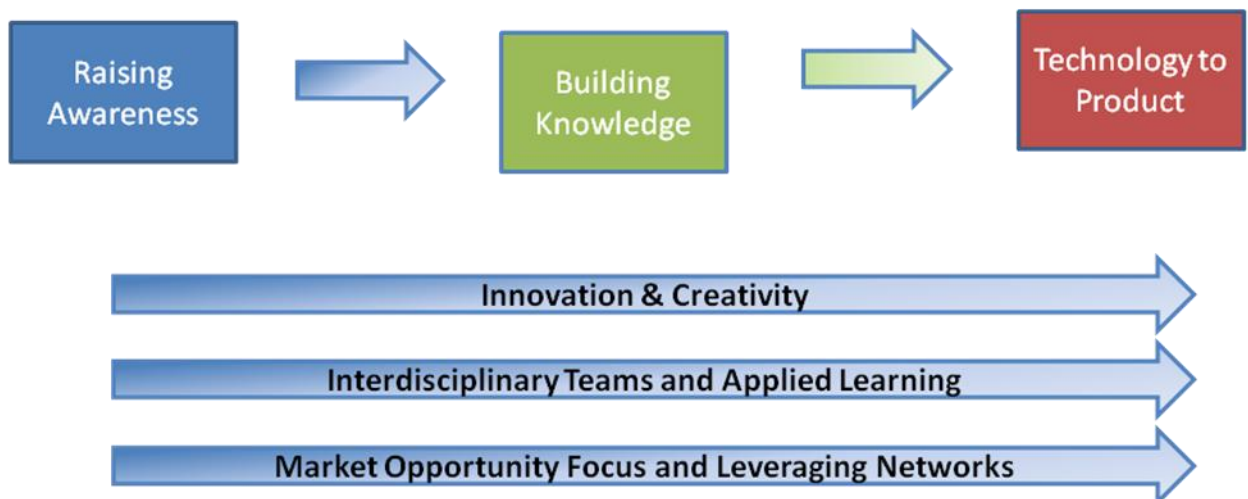
At the beginning, people may begin with courses and events to raise their awareness and general information.

Then, they will move onto more substantial courses that will help build knowledge and help them to spot opportunities. People may at this stage have an invention disclosure or start the patenting process.

The third phase involves learning how to go from technology to product and successfully go to market.

In the context of Lifelong Learning it is not uncommon for people to go through multiple cycles of spotting opportunities and taking them a down the path of innovation and get to a point where they decide the market opportunity is not sufficient to continue.

The learning and experience gained through this can be brought back into the “classroom” environment and will benefit the individual and the other people in a workshop based interdisciplinary team situation.





The following are the courses that are currently delivered. We have an objective for the coming years to incorporate some new elements in the area of Design Thinking into courses. This provides lots of potential for process improvement and more successful commercialisation activity. It will also help us provide opportunities for interdisciplinary working and development of networks outside areas of core competence.

Entrepreneurs Live

Guest Entrepreneurs share their experiences of the Journey and people are welcome to ask the hard questions. Lunchtime Series – 1-2pm (10 per year split between spring & autumn).

Introduction to Innovation @ UCD

All staff members at NovaUCD are involved in delivering short presentations / talks to various schools and in various forums to provide an overview of the innovation activity at UCD and to explain NovaUCD's role in the support of commercialisation of research. These help raise awareness and generate an interest in further engagement with Nova on courses or direct conversations relating to an invention.

Innovation Workshops

These are short workshops which are held at each stage of the *Innovation Path*, designed to provide relevant and timely information to researchers. Materials are provided for use in the workshop and as a resource for reference in the research environment. The emphasis is on learning via case studies and examples with an expectation that researchers can do some background reading independently.

Typically researchers will progress along the *Innovation Path* as their research lifecycle progresses.

Level 1 – Raising Awareness - “From Research to Commercialisation”

This series of workshops provide an introduction to the path from identification of intellectual property through to successful commercialisation. Workshops will be delivered by a mix of TT Professionals, Patent Agents, Venture Capitalists, and Researchers who have successfully navigated this path.

Level 2 – Building Knowledge - How to Commercialise your Technology



This workshop investigates the routes to commercialisation and helps researchers to map out the technology development roadmap for their projects. The area of market research is discussed. Researchers may or may not have a specific technology to be developed but are building their knowledge in preparation for the possibility of an invention disclosure.

Level 3 – Technology to Product - How to move from Technology to Product

This workshop helps researchers to focus on how to convert their technology into a product with a view to licensing or spinning out. It considers concepts such as the value proposition, elevator pitch and market assessment as well as a detailed breakdown of what needs to be done to move towards the “final product”.

Innovation Module

Innovation and Knowledge Transfer - Transferring Technology from Research to the Knowledge Economy

This 6 week intensive module will cover the management process required to transform an innovative idea into a commercial opportunity or business proposition. It will detail the stages and processes involved in the creation, capture, management and commercialisation of intellectual property (IP).

Participants from all schools involved in producing creative works, inventions and other forms of intellectual property will find this module interesting. A fundamental understanding of the different forms of IP and practical guidelines on how to manage the development and transfer of these intellectual assets to the Knowledge Economy will be provided.

The module will examine some success stories and address the requirements for managing and protecting intellectual property rights (IPR) with a commercial focus. The training material draws on a combination of case studies, theory, discussion and workbook examples. Participants with a background in areas such as ICT, Life Sciences, Engineering, Food and Energy will find this knowledge practical and particularly relevant to their research activities.

The potential routes to commercialisation and the key business feasibility questions will be considered with respect to technical and market assessment, negotiations with potential licensees, business plans and preparation for a company spin-out.



NovaUCD

The Innovation and Technology Transfer Centre

This module will provide an essential grounding in matters relating to the exploitation of IP, for students interested in both academic and industrial careers.

Postgraduate Accredited Modules

NovaUCD delivers accredited modules as part of various UCD Structured PhD Programmes. These vary from half day sessions to modules that take place weekly for 6 weeks. The modules look at the management process required to transform an innovative idea into a commercial opportunity or business proposition. They detail the stages and processes involved in the management and commercialisation of intellectual property.

Campus Company Development Programme (CCDP)

The CCDP is a nine-month, part-time enterprise support initiative designed to suit the timetable of busy researchers and academics. It comprises a mix of practical training and consultancy support including 12 half-day workshops, one-to-one advice and consultancy meetings, and a series of networking events.

The aim of the CCDP is to assist academic and research entrepreneurs in the establishment and development of knowledge-intensive enterprises to commercialise the output of their research and innovative ideas. The Programme helps participants in defining and developing their innovative ideas and preparing a detailed business plan.

For further information, please contact:

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