

*Participants' Assessments of Internship Curriculum
(May 18-May 29 Workshop at IC² Institute for 12 Staff)*

Summary

Twelve technology transfer office (TTO) staff, chosen competitively, began their internships by attending a two-week workshop in Austin from May 18-May 29. Eight primary topics were addressed in the curriculum:

- Licensing, negotiations, and closing the deal
- Formation, launch, and growth of university spin-outs
- Technology development and licensing to meet the needs of industry
- Running a TTO to optimize technology commercialization
- Marketing skills for TTO's
- Entrepreneurial skills for TTO's
- Technology screening and market validation methodologies for TTO's
- How to foster and develop effective business incubation

A detailed schedule with the modules and speakers for the two-week training program appears in Annex A.

The training program was very highly rated: three of the participants said the session “far exceeded their expectations” while seven others said the program “exceeded their expectations” and the remaining two individuals said the training “met their expectations.”

The program had six long modules, six shorter modules, and three internship planning sessions. Four of the six long modules were rated as “extremely useful” (the highest possible ranking) by at least half of the participants. All but one of the long modules were rated “extremely useful” or “quite useful” by at least 10 of the 12 participants. The shorter modules were rated well but not as highly: three of the six modules were rated as “extremely useful” or “quite useful” by at least 9 of the 12 participants and the other three short modules were rated that way by at least 6 of the 12 individuals. The three internship planning sessions were rated “extremely useful” by about two-thirds of the participants.

More details about the individual modules are presented in the following pages. In addition, participants provided examples of the key skills, techniques, and ideas they learned during the two-week session. Those are shown in Annex B. Recommendations for potential changes in forthcoming workshops and other comments provided by participants were positive and are shown in Annex C.

Detailed Information

The workshop content was very highly rated. Participants were asked to choose from the following options, in response to the question, “How would you evaluate the curriculum training modules as a group?”

- Far exceeded my expectations
- Exceeded my expectations
- Met my expectations
- Did not meet my expectations
- Was very disappointing

Given those choices, participants selected the following:

	# of Interns	% of Interns
Far exceeded my expectations	3	25.0%
Exceeded my expectations	7	58.3%
Met my expectations	2	16.7%

Long Modules

Each of the long modules was assessed by the participants according to the following scale:

- Extremely Useful
- Quite Useful
- Useful
- Somewhat Useful
- Not At All Useful

Four of the six long modules received at least six “Extremely Useful” ratings from the 12 participants. There were no ratings of “Not At All Useful” and only one person evaluated one of the long modules as “Somewhat Useful.” All the other ratings were “Useful” or better.

Using a scale of 4=“Extremely Useful”, 3=“Quite Useful”, 2=“Useful”, 1=“Somewhat Useful”, and 0=“Not At All Useful”, the long modules were ranked as follows:

Entrepreneurial Skills, Technology Screening, Business Development	Cliff Zintgraff, Heath Naquin	45
South Texas Technology Management OTC	Ken Porter & team	42
Texas A&M University OTC	Brett Cornwell	41
UT-Austin OTC	Rick Friedman, Ray Atilano, Max Green, B. Merrick	40
UT-Dallas OTC	Robert Robb	39
Marketing and Market-based Technology Commercialization	Kate Mackie	38

Each long module was evaluated in further detail by the participants according to four distinct criteria:

- The instructor increased my knowledge and competence in the subject of this session.
- The module provided information new to me.
- The module included content I will be able to use in my current work.
- The module is training I will recommend to others.

Participants were asked to express his/her level of agreement or disagreement, using a scale of: “Strongly Disagree,” “Disagree,” “Neutral,” “Agree,” and “Strongly Agree.”

The majority of participants chose “Strongly Agree” for three of the four criteria for nearly all long modules. The one exception was the criterion, “The module included content I will be able to use in my current work.” On that criterion, more than half of the participants chose only the module on Technology Screening. For all the other long modules, fewer than half of the participants chose “Strongly Agree,” choosing instead the option of “Agree.”

Short Modules

The short modules were assessed by participants using the same scale and scoring system as the long modules: 4=“Extremely Useful”, 3=“Quite Useful”, 2=“Useful”, 1=“Somewhat Useful”, and 0=“Not At All Useful.” Participants evaluated the short modules by placing them in two distinct groups:

Entrepreneurship	John Butler (IC ² Institute)	39
Industry Engagement	Bill Catlett (UT-OSP)	38
Business Incubation	Isaac Barchas (ATI)	37
Entrepreneurship	Gary Cadenhead (IC ² Institute)	30
Texas Emerging Technology Fund & Financial Reporting	Ryan Confer	30
Mexico-to-U.S. Business Acceleration	Luis Medina, Sara Van Zee— (TechBa/IC ² Institute)	30

Internship Planning Sessions

Nearly identical evaluations were received for the three internship planning sessions, using the same scale and scoring system as for the long and short modules:

Initial Internship Planning and Strategy Session	43
Second Internship Planning and Strategy Session (Gibson)	42
Final Internship Planning and Strategy Session (Friday)	42

About two-thirds said each of the internship planning sessions was “extremely useful.”

Participants were asked also to identify the three most useful modules during the course of the two weeks. A total of 9 different modules and planning sessions were considered by participants to be among the three best. The three most highly selected were in order: UT-Austin OTC;

Technology Screening; Marketing. A second distinct group in order of preference was: Texas A&M-OTC; South Texas Technology Management-OTC; Austin Technology Incubator; and UT-Dallas-OTC.

Participants were asked also to identify the three least useful modules during the course of the two weeks. To avoid the possibility of forcing participants to choose good modules as being less useful, participants were instructed to identify only those modules which should not be given again. Otherwise, participants were told to write down “N/A”. The large majority of responses were “N/A.” There were three modules mentioned, twice each, which participants thought should not be given again: the short sessions by Cadenhead and Confer and the sessions on the UT-Austin OTC.

Other Aspects of the Training

A substantial number of articles and materials from the module instructors and from the IC² degree program in science and technology commercialization were provided to the participants. These included forms, policies, sample licensing contracts, and the beginnings of a reference library. Participants were asked how useful the printed and support materials will be for future reference and use. Eleven of 12 said they are/will be “Extremely Useful,” with the other participant saying the materials will be “Quite Useful.”

Length of workshop—Eleven of 12 said it was the right amount of time while one person said it should have been longer by several days.

Other topics which the participants wished could have been presented as part of the curriculum were:

The participation of a law firm
Effective case studies of start ups and spin-offs
Determining % of royalties
Comparing European with US Intellectual Property Law
Stronger module on industry sponsored / collaborative research
Patent prosecution

Finally, participants provided examples of the key skills, techniques, and ideas they learned during the two-week session, and those are shown in Annex B. Following those, recommendations for potential changes in forthcoming workshops and other comments provided by participants are shown in Annex C.

UTEN Austin May 2009

Technology Transfer Training (T³) Program

Revised Schedule, 26 May 2009

Sunday, May 17th (IC² Institute, Global Classroom)

6 p.m. Dinner & Welcome

Monday, May 18th (IC² Institute, Global Classroom)

8 a.m. - 8:30 a.m. Breakfast & Email

8:30 a.m. - 12:30 p.m. IC² Institute Global Classroom Orientation & Welcome

2 p.m. - 6 p.m. Strategic Session 1: *Setting the Stage*

7 p.m. Dinner with UTEN consultants at David Gibson home

Tuesday, May 19th (IC² Institute, Global Classroom) Van departs hotel at 7:45 a.m. sharp.

8 a.m. - 8:30 a.m. Breakfast & Email

8:30 a.m. - 5:30 p.m. Module 1: *Kate Mackie, Tech Marketing (Global Perspectives)*

5:45 p.m. Robert A. Peterson (Associate VP Research)

7:30 p.m. Dinner with UTEN consultants (optional)

Wednesday, May 20th (IC² Institute, Global Classroom) Van departs hotel at 7:45 a.m. sharp.

8 a.m. - 8:30 a.m. Breakfast & Email

8:30 a.m. - 6 p.m. Module 2: *South Texas Technology Management STTM OTC Team*

7:30 p.m. Dinner with UTEN consultants (optional)

Thursday, May 21st (IC² Institute, Global Classroom) Van departs hotel at 7:45 a.m. sharp.

8 a.m. - 8:30 a.m. Breakfast & Email

8:30 a.m. - 10:15 a.m. Gary Cadenhead *Entrepreneurship*

10:30 a.m. - 12:30 p.m. Ryan Confer *"Texas Emerging Technology Fund & Financial Reporting"*

2 p.m. - 6 p.m. Module 3: *The University of Texas at Austin OTC, "Running a TTO"*

7:30 p.m. Dinner with UTEN consultants (optional)

Friday, May 22nd (MCC Building, Alamo Room) Van departs hotel at 7:45 a.m. sharp.

8 a.m. - 11 a.m. Luis Medina, Sara Van Zee (TechBA) *Mexico-to-U.S. Business Acceleration*

11 a.m. - 12 p.m. John Sibley Butler *Entrepreneurship*

1 p.m. - 2:30 p.m. Bill Catlett (Office of Sponsored Projects) *Industry Engagement*

3 p.m. - 5 p.m. Isaac Barchas (Austin Technology Incubator) *Business Incubation*

5:30 p.m. - 7:30 p.m. Social with MSTC classes 2009 and 2010 (optional)

Saturday, May 23rd (AT&T Conference Center) No events scheduled for Sunday, May 24th.

Contact David Gibson, 577-7692, regarding work plans

12 Noon Graduation of the 2009 MSTC Class *(optional)*, AT&T Conf. Ctr, Grand Ballroom.

3:30 p.m. MSTC 2009 Graduation Reception *(optional)*

Monday, May 25th

Contact David Gibson, 577-7692, regarding Strategic Session 2, Developing the Strategic Plan

Tuesday, May 26th (IC² Institute, Global Classroom) Van departs hotel at 7:45 a.m. sharp.

8 a.m. - 8:30 a.m. Breakfast & Email

8:30 a.m. - 6:00 p.m. Module 4: Brett Cornwell *Texas A&M University OTC on running a TTO*

7:30 p.m. Dinner with UTEN consultants *(optional)*

Wednesday, May 27th (IC² Institute, Global Classroom) Van departs hotel at 7:45 a.m. sharp.

8 a.m. - 8:30 a.m. Breakfast & Email

8:30 a.m. - 11:30 a.m. Module 3, part 2: Ray Atilano and Max Green *UT Austin OTC*

11:30 a.m. - 12:30 p.m. Betsy Merrick, *Marketing an OTC (Austin OTC)*

2:00 p.m. - 6:00 p.m. Module 4, Rob Robb: *UT Dallas OTC*

7:30 p.m. Dinner with UTEN consultants *(optional)*

Thursday, May 28th (IC² Institute, Global Classroom) Van departs hotel at 7:45 a.m. sharp.

8 a.m. - 8:30 a.m. Breakfast & Email

8:30 a.m. - 12:30 p.m. Module 6, Morning: *UTEN Technology Assessment and Market Validation*

2 p.m. - 6 p.m. Module 6, Afternoon

7:30 p.m. Dinner with consultants *(optional)*

Friday, May 29th (IC² Institute, Global Classroom) Van departs hotel at 7:45 a.m. sharp.

8 a.m. - 8:30 a.m. Breakfast & Email

8:30 a.m. - 12:30 p.m. Intern Presentations: *Intern presentations, final deliverables, and wrap-up*

2 p.m. - 6 p.m. Strategic Session 4: *Group and individual break-out sessions with interns, managers, and UTEN team. Feedback and exit interviews.*

7:30 p.m. Celebratory cocktails and dinner

Saturday, May 30th (No Events Scheduled on Sunday, May 31st. Interns depart Austin.)

5 p.m. Van departs hotel

6 p.m. - 10 p.m. Lake Travis Cruise *(optional)*

Annex B

When asked to identify the three or four most important techniques, skills, or ideas which they learned during this two-week curriculum, participants provided the following:

<p><i>Skills for commercialization;</i> <i>Documentation and organizational procedures;</i> <i>Different approaches for a TTO Organization</i></p>
<p><i>Technology Screening</i> <i>New ventures financing</i> <i>Patent licensing and commercialization</i></p>
<p><i>KISS "methodology"</i> <i>Create a business network</i> <i>Share experiences</i></p>
<p><i>Business oriented OTC model</i> <i>Workflow process at OTC</i> <i>Model of financing spin-outs.</i></p>
<p><i>Technology scouting</i> <i>Technology screening</i> <i>Technology commercialization</i></p>
<p><i>The emphasis in activities that make us able to Marketing and Commercialize Technologies;</i> <i>The importance of create procedures and manage the TT process;</i> <i>Quick look and Rapid Screen;</i></p>
<p><i>Marketing</i> <i>Rapidscreen</i> <i>Commercialization</i></p>
<p><i>Improving strategic planning skills (managerial, marketing, communication). Valuable insights on operational and decision-making processes throughout the whole cycle of technology development and technology commercialization. OTCs practices expussore generated new ideas to implement at different levels of operation of our office.</i></p>
<p><i>Understand the workflows of different OTCs;</i> <i>Technology screen (rapid screen and market screen);</i> <i>Techniques to develop a strategic plan</i></p>
<ul style="list-style-type: none"> <i>- Market driven Commercialization;</i> <i>- License centered vs Patent centered strategies;</i> <i>- The importance of marketing;</i> <i>- The importance of specialized staff in TTOs</i>

Annex C

These are comments in response to the question, “What, if anything, should IC² Institute (UTEN) change for future training workshops?”

Basically nothing, only maybe including an IP LAW firm, if there are many people with legal background.

Create a private area in the UTEN web site to gather the assignments and syllabus of the internship. With a tool such as those, organization can be better, and site can have more visits and better organized processes.

Stronger focus on management of different schemes and types of research agreements with industry. Support on the creation of strategies for further industrial engagement and support at earlier stages of technology development.

Spend more time in individual training (sessions to develop the strategic plan and the workplan);

Less labour-intensive schedule with more time to reflect upon content transmitted and more time to prepare working plan.

Additional comments from an optional final question (“Please provide any other comments that you wish about your visit.”):

Everyone was great! Thank you-- the UTEN TEAM WAS Wonderful

All of IC² personnel was completely incredibly with all of the interns. If anything, I think they could try to develop a few more social activities outside of central Austin (like visiting a farm, and so on). I think these informal activities outside the office develops social relations and future cooperation.

Congratulations to the UTEN team. You are doing a wonderful job with us:)

Everybody we meet here made their best to make us feel welcome and I felt totally at ease with everybody. I want to thank the whole team who put these 2 weeks together for a wonderful time of working and relaxing

Very good as intensive course.