

# “Writing Non-Confidential Marketing Summaries”

## PHARE 2006 Technology Transfer Capacity Building Project Mini-Workshop

**Speaker: Dr Sarah Macnaughton, Isis Innovation/ Isis Enterprises  
University of Oxford Technology Transfer Office**

When transferring technology from a Public Research Organisation or University, marketing skills can help you communicate with business to 'sell' your invention. This half-day workshop focuses on a key marketing activity for Technology Transfer Offices, namely writing '**project profiles**', also known as '**non-confidential marketing summaries**'.

The presentation will focus on why a TTO needs such profiles, what should be included, what you should avoid including, and at whom they should be targeted. Attendees will be asked to review a number of profiles from projects undertaken elsewhere and will be invited to discuss the pros and cons of each of these profiles.

Finally, a short presentation will also be provided on presenting and 'pitching' your 'non-confidential' technologies' – whether for license or when promoting an idea for a spin-out.

### Content

- Why have non-confidential marketing summaries;
- What to include, what to leave out;
- Case study group exercise – reviewing examples;
- 'Pitching' your technologies

### Who should attend

The workshop is aimed at technology transfer professionals and decision makers, and will also be useful for senior managers and administrators within your organisation.

**Location:** This workshop is hosted by University of Split, School of Medicine

**Date at time:** March 10<sup>th</sup>, at 10:00 am.

Number of participants is limited. To register to attend this lecture please contact:

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## Project and Speaker Profile

**PHARE 2006 Croatia:** "Capacity building in technology transfer institutions in order to enhance research commercialization activities" is a Continuing Professional Development Project aimed at individuals in Croatia who are developing a career in the technology transfer and knowledge exchange sector. Support for this project is made available through the EU PHARE program to a level of € 191550 and is limited to 10-15 individuals, subject to their acceptance on to the project by the Ministry of Science, Education and Sport in Croatia. The Project commenced in September 2008 and will be active for participants for 10 months. Activities take the form of individual consultancy sessions and small focused mini-workshops, delivered by a 3 person Expert Team. The project welcomes a wider audience to participate in mini-workshops by invitation from the parent organisation.

**Isis Innovation Ltd** is the technology transfer company of the University of Oxford; established in 1988. Working with Oxford University researchers, Isis now files one patent application a week on average, has assisted in the formation of more than 50 spin-out companies and has negotiated over 800 commercial agreements including more than 350 technology licenses/options.

**Isis Enterprise**, established in 2004, is a division of **Isis Innovation Ltd**. It offers consulting expertise and advice in technology transfer to clients from the public and private sectors, in the UK and internationally. Technology transfer includes the management of intellectual property and its transfer from university or corporate research to commercialisation.

### Dr Sarah Macnaughton

Dr Sarah Macnaughton completed her PhD in Microbial Ecology at the University of Newcastle in 1992. After three years in post-doctoral research at Newcastle she became the senior researcher at a US environmental analysis business. Following this she joined the Centre for Environmental Biotechnology at the University of Tennessee USA before moving back to the UK in 2000 to join AEA Technology Environment and its Momenta operating division. At Momenta Sarah worked on a number of projects including research into bioremediation, management of a UK site for contaminated land research, a review of environmental science and training in the UK and the DTI BIOWISE Programme. Her final role at Momenta was as regional manager on the Knowledge Transfer Partnerships programme. Sarah joined Isis Enterprise in October 2006.

The PHARE 2006 Croatian Expert Team welcomes you to this workshop.

<b>Dr Lisa Cowey MBA</b>	Team Leader and Key Expert 1 (Technology Transfer Expert)
<b>Ms Lidija Stopfer LL.M</b>	Key Expert 2 (Legal Expert)
<b>Dr Sarah Mcnaughton</b>	Key Expert 3 (Technology Transfer Expert)

