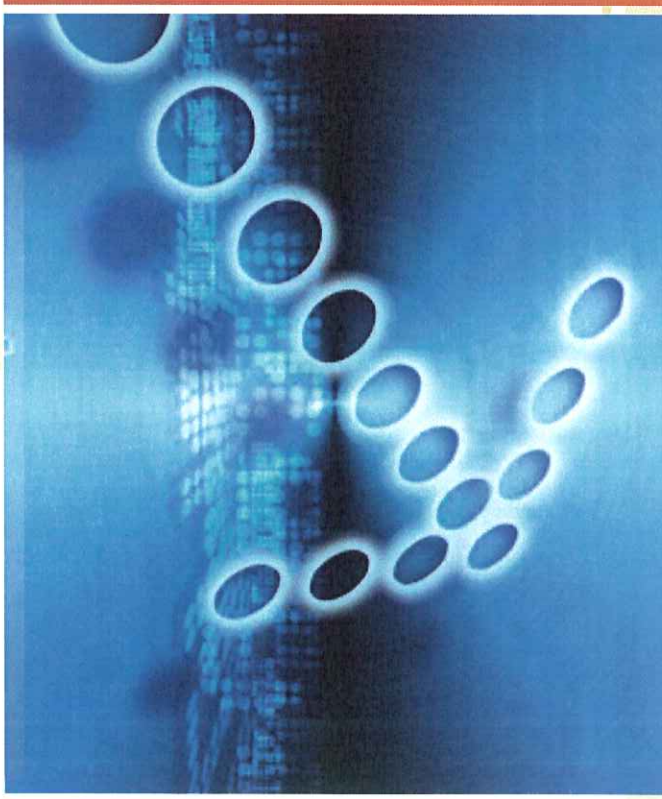
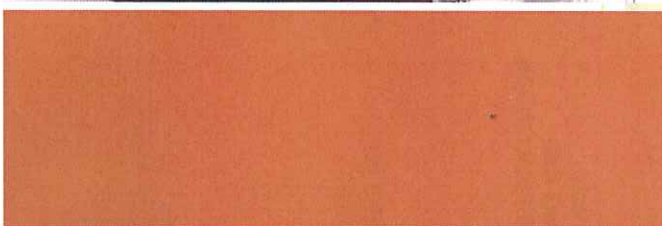


BEST PRACTICES TO R&D COMMERCIALISATION ROADMAP TO PROFITABILITY

ENJOY GROWTH NEXT YEAR!

Roadmap to profitability is designed for Stakeholders involved in commercialisation of research and development from research institutions as well as Spin off companies from Universities. It is also a platform for technology companies to understand and license out technology from local Research Institutions



KEY OUTCOMES

Strategy, Best Practices and Case studies on commercialisation,

For enquiries contact

+603-20969105

email at : tizalalwani@gmail.com

or register at

<http://www.catalystexp.com/Register>

EARLY BIRD Registration

Before 28 February 2013 = RM 888

Before 31 March 2013 = RM 1000

After 31 March 2013 = RM 1,200



"A BUSINESS PLAN
RARELY SURVIVES THE
FIRST CONTACT WITH
CUSTOMERS!" STEVE
BLANK

MODULES

SESSION 1

OVERVIEW OF TECHNOLOGY
COMMERCIALISATION AND ITS IMPACT ON
THE INDUSTRY- (Tentative -FROST N
SULLIVAN

SESSION 2

OVERVIEW OF UNIVERSITY DRIVEN
TECHNOLOGY COMMERCIALISATION IN
MALAYSIA - MOHE / AIM / CATALYST

SESSION 3

CASE STUDY - RESEARCH
COMMERCIALISATION

USM / UKM / CATALYST

SESSION 4

CASE STUDY 2 - TECHNOLOGY
LICENSING RESTRICTURING AND
MOVING FORTH TO COMMERCIALISATION

UKM

SESSION 6

EMPOWERING RESEARCHERS VIA
COACHING TRANSFORMATION
CATALYST

SESSION 7

TECHNOLOGY INCUBATION AND VALUE
CREATION FOR SPIN OFF COMPANIES
PLUG N PLAY

SESSION 7

BEST PRACTICES IN
COMMERCIALISATION OF IP IN
UNIVERSITIES AND RESEARCH
INSTITUTIONS

ASU / OXFORD ISIS/ CATALYST/ UKM

SESSION 8

LEVERAGING ON SOFTLANDING ZONES
FOR GLOBAL MARKET PENETRATION
PLUG N PLAY / ASU / OXFORD ISIS

SESSION 8

FUNDING ISSUES FOR IP
COMMERCIALISATION

MAVCAP/ CRADLE / CATALYST

WHO SHOULD ATTEND?

Vice Chancellors , TLO Offices ,
Researchers, Companies
interested to license out
technologies from University
University spin off companies ,

WHEN & WHERE?

SITEX 2013 visit

www.catalystexp.com/sitex



fb.com/catalystexp
fb.com/catalystRND

