



Converting Technology to Wealth

Based on over 40 years of technology commercialization research and experience in Texas and around the globe, IC² Institute at The University of Texas at Austin delivers technology commercialization training to help regions attain their goals in wealth-creation.

The 2019 IC² **Converting Technology to Wealth** (CTW) training program is now available for enrollment by tech-transfer managers from around the world.

The program combines an intensive on-site training experience in **Austin (June 16-22, 2019)** with pre-Austin online training and international lead development. It prepares technology transfer specialists, incubator managers, scientists and researchers with practical skills and methodologies to commercialize R&D from their organizations.

The highly interactive course includes training from experts as well as practical exercises with individualized coaching. Participants engage in market research, market validation, and targeted presentations using real technologies from their home institutions. Professionals in technology assessment, technology commercialization, licensing, international business development, and management of technology transfer processes present the latest tested and proven methodologies in converting technology to wealth.

Enrollment is expected from managers from around the world. The past three sessions of CTW included participants from 5 continents and 22 countries. During the Austin portion of the program, participants work intensively together and establish a valuable international network that has proven useful beyond the duration of the course.

Fee: **\$4600** per person, covering the following:

- Small group instruction and advising in Austin (June 17-21)
- Pre-Austin online training, mentoring, and international lead development (May 6 – June 14)
- Hotel accommodations (check-in June 16, check out June 22) in private suites in downtown Austin (discount available for double- or triple-occupancy in 3-room suites). Hotel breakfast included.
- Welcome dinner, final networking dinner, and five working lunches

Not covered: Airfare to/from Austin and transportation to/from the Austin airport.

Participants are responsible for costs of visas when required. Invitation letters can be issued from IC².

A place in CTW 2019 is not confirmed until payment is received. Register and make payment early to assure your participation. Past sessions have reached participant capacity earlier than expected. Contact debra@ic2.utexas.edu to begin the registration process.

Converting Technology to Wealth (CTW) 2019 at The University of Texas at Austin

CTW participants should

- Hold a position of responsibility related to technology commercialization (e.g., in a technology transfer office, business incubator/accelerator, regional economic development organization, university research center, etc.)
- Be able to describe a technology under review at their organization and be aware of that technology's potential commercialization challenges and opportunities
- Be able to discuss the operations and operational issues of their organization

CTW schedule (subject to minor changes)

May 1-29:

Each registered participant will be assigned an IC² Institute mentor and will be enrolled in the IC² Institute online Innovation Readiness course. Requirements: View 10 instructional modules and pass module quizzes; complete 4 written assignments—related to a selected technology under review at home organization—and submit assignments online to mentor, resubmitting as required by mentor. Participants should plan to spend 15-25 hours during this period on online course materials, assignments, and mentor communications.

Module 1: Introduction

Module 2: Describing Your Innovation

Module 3: Articulating Your Benefits

Module 4: Development Status

Module 5: Intellectual Property, Part I

Module 6: Intellectual Property, Part II

Module 7: Assessing Your Competition

Module 8: Market Validation

Module 9: Pitching Your Innovation

Module 10: Presentation Skills

June 3-14:

Based on information gathered from participants during the Innovation Readiness course, IC² Institute market assessors will gather further information on the US market potential of participants' innovations. During this time period, participants may be called on from time to time to exchange further information.

Sunday, June 16

Participants check in to the Austin hotel.

Welcome dinner at downtown Austin restaurant.

Monday, June 17

Hotel shuttle to/from IC² Institute building

Working lunch provided

Discussion of tech transfer operations of participants

Effective tech transfer processes in a variety of settings

The UT Austin model for technology transfer and tech transfer office operations

Formation of participant teams

Tuesday, June 18

Hotel shuttle to/from IC² Institute building

Working lunch provided

Market assessment best practices

Team and mentor time and review of findings for US market opportunities

Partial vs. total technology solutions

Evaluating a variety of commercialization strategies

Wednesday, June 19

Hotel shuttle to/from IC² Institute building

Bus trip to Austin locale(s) for group/individual exercises, lunch out provided

Team strategy creation

Thursday, June 20

Hotel shuttle to/from IC² Institute building

Working lunch provided Guided market assessment

Effective interviewing

Delivering effective commercialization pitch presentations

Friday, June 21

Hotel shuttle to/from IC² Institute building

Working lunch provided

Team preparation of strategy and presentations

Team presentations, with review board from Austin venture community

Feedback and discussions

Final dinner reception at downtown Austin restaurant

Saturday, June 22

Check out of hotel

CTW Travel and Hotel Information

Entry to the United States. Depending on your home country and passport, you may need a visa to enter the United States. The US [Visa Waiver Program](#) (VWP) enables most citizens or nationals of [participating countries](#) to travel to the United States for tourism or business for stays of 90 days or less without obtaining a visa. Please check the VWP website for participating countries and requirements. Participants who need to obtain visas should investigate the visa-application process several months in advance of the program. Visa application fees are not covered by the program fee. Once a participant has paid for registration in the program, IC² Institute will provide an invitation letter which can be used as part of a visa-application process and is also useful when answering questions from immigration authorities when first entering the US.

Travel to Austin. Airfare and airport-transfer costs are not included in the program fee. Austin-Bergstrom International Airport (AUS) is approximately 8 miles southwest of The University of Texas at Austin. Rideshares (Uber, Lyft, etc.), taxis, and shared shuttles (Supershuttle) are available for transportation from and to AUS. A [city bus](#) also operates from the airport terminal and has a stop across the street from the hotel.

Hotel accommodations with check-in on June 16 and check-out on June 22 are covered by the program fee. We expect to use the [DoubleTree Suites by Hilton Austin](#) hotel, which is in the downtown area, four blocks from the university main campus and 1.5 miles from the IC² Institute building. The hotel offers for guests a free shuttle with transportation within a 2-mile radius of the hotel.

Unless otherwise requested, participants will be housed in private suites (each with separate bedroom and living areas and full kitchens). Upon request (with limited availability), participants from the same institution may share larger suites: Two participants sharing a two-bedroom suite may receive a discount on the program fee of \$225 per person. Three participants sharing a two-bedroom suite (1 king-size bed and 2 queen-size beds) may receive a discount on the program fee of \$430 per person.

Meals. The following meals will be provided by the program:

- Full breakfasts, every day at the hotel
- Lunches (casual, working), Monday through Friday at the institute or on a program site visit
- Dinners, two only: Sunday evening and Friday evening. For dinners on Monday through Thursday, we encourage you to try one of the many restaurants within walking distance of your hotel.

At all program-supplied meals, a vegetarian option will be available. However we cannot accommodate special diets such as gluten-free, vegan, Jain, etc. Hotel suites have full kitchens offering participants the ability to store or prepare their own food as needed.