

# Practical Workshop on IP Commercialization

in collaboration with ODTU TTO and UK Science & Innovation Network

2015 UK-Turkey  
Year of Science and  
Innovation

**November 9 in Ankara.**

**Venue: ODTU Culture and Convention Center (KKM), Saloon A**

**Date: November 9, 2015**

**Time: 09:00-17:45**

## Program

09:00-09:30	Registration
09:30-10:00	<b>OPENING SPEECHES</b> Richard Moore, HM Ambassador Prof. Ahmet Acar, President of ODTU Prof. Ahmet Arif Ergin, President of TUBITAK (TBC)
10:00-10:15	Coffee Break
10:15-11:45	<b>PANEL: IP Policy &amp; Commercialization Strategies for the University Patents</b> <b>Moderator:</b> Prof. Hasan Mandal, Executive Board Member at Council of Higher Education <b>Speakers:</b> Elizabeth Bain, Science and Technology Facility Council ( IP & Licensing Manager) William Matthews, Cambridge Enterprise ( Consultant) Kevin Marks, Warwick Ventures Ltd ( Chief Operating Officer) Dr. Robin Ibbotson, BAE Systems Plc (Manager, Industrial Cooperation Group Business Development)
11:45-12:15	<b>DISCUSSION: The Big 7 Mistakes in Licensing</b> <b>Presenter:</b> Andrew Walsh, Cambridge Enterprise (Technology Manager)
12:15-13:45	Lunch & Networking
13:45-15:15	<b>CASE: BlueGnome</b> <b>Presenter:</b> William Matthews, Cambridge Enterprise ( Consultant) <b>Presenter:</b> Graham Snudden, BlueGnome ( Cofounder) The cofounder will fully participate in the Case Study particularly in describing how the business developed from initial funding to final sale. Mr. William Matthews will talk about difficulties in getting initial Funding and also compare 6 start up cases.
15:15-15:30	Coffee Break
15:30-16:30	<b>CASE: ThruVision</b> <b>Presenter:</b> Elizabeth Bain, Science and Technology Facility Council (IP & Licensing Manager) <b>Presenter:</b> Dr. Chris Mann, ThruVision (Inventor) The inventor will fully participate in the Case Study particularly in talking about the process that led to the development of the IP through the StarTiger Program and his role as the main inventor in spinning out the technology into Thruvision.
16:30-16:45	Coffee Break
16:45 -17:30	<b>CASE: 2 Licenses and 1 spin off cases</b> <b>Presenter:</b> Kevin Marks, Warwick Ventures Ltd. (Chief Operating Officer) Mr. Kevin Marks will compare and contrast three different licensing strategies involving the assignment of Intellectual Property in the fields of a drug lead discovery platform, new robust sensor material and immiscible plastics
17:30-17:45	Closing Remarks
19:00-21:00	Dinner & Networking Reception at British Embassy



## Elizabeth Bain, IP & Licensing Manager at STFC

Elizabeth held several positions in R&D, product design and development for high tech companies in the oil and gas, and automotive sector. Her interest and experience in Intellectual Property Management emanated from an international technology transfer role for the European Enterprise Network, providing technical support and guidance in Product Development and R&D to SME's in the North West of England.

She joined STFC in 2008 and am based at Daresbury laboratories and she has overall responsibility for managing the IP portfolio, policy and strategy and licensing activities across all of the STFC sites.

### About STFC:

"Science and Technology Facility Council" is a multi-disciplinary science organization, and the goal is to deliver economic, societal, scientific and international benefits to the UK. They support university-based research, innovation and skills development, provide access to world-leading, large-scale facilities & work with partners to build National Science and Innovation Campuses based around our National Laboratories to promote academic and industrial collaboration and translation of our research to market through direct interaction with industry.



## William John Matthews, Consultant at Cambridge Enterprise

Currently, William is a consultant with Cambridge Enterprise working on various Outreach Programmes in Cambridge and overseas. He is, also, a non-executive director of Cyclofluidics which develops innovative technology to speed up drug discovery for client and in-house programmes.

From 1999 to 2007, William was Head of Seed Funds at the University of Cambridge. Over a period of eight years he and his team invested in some 25 start-up ventures. As a director of several starts ups, he helped raise second and third round funding and negotiate good exits. For example, BlueGnome was sold to Illumina for \$120 million in 2012. During this period, he worked part-time as Head of Finance of IDG Ventures, a US owned VC based in London.

### About Cambridge Enterprise:

Cambridge Enterprise was formed by the University of Cambridge to help students and staff commercialise their expertise and ideas. Its role is central to the mission of the University, which for more than 800 years has contributed to society through the pursuit of education, learning and research at the highest levels of international excellence.



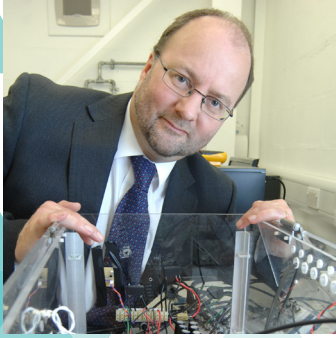
## Andrew Peter Walsh, Technology Manager at Cambridge Enterprise

Andy joined Cambridge Enterprise in 2002. He has managed and licensed a wide range of technologies across the Life Sciences including therapeutics, medical devices and regenerative medicine.

He has a strong background in all aspects of technology transfer from securing strong IP protection through to the negotiation of complex commercial deals. Recently, he has been involved in setting up a number of spin-out companies and was a member of the board of the University spin-out XO1 before it was acquired by Janssen Pharmaceuticals. Before joining Cambridge Enterprise, Andy had a career in molecular biology research completing a PhD at the University of Leeds and postdoctoral work at the MRC Laboratory of Molecular Biology.

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## Kevin Trevor Marks, CEO at Warwick Ventures LTD

Kevin spent 30 years in senior managerial positions in English Automotive and White-Goods companies, before becoming co-owner of a commercial refrigeration company which was sold in 2008. He then returned to the University of Warwick to become a business development manager in its Technology Transfer Office. This office was spun-out of the University as a separate company and Kevin became its COO in 2011. In charge of a team of eight, he is responsible for overseeing the development of innovations of the University, the licensing of its Intellectual Property, and the formation and funding of University spin-out companies. Kevin is a chartered electrical engineer, chartered foundry man and a fellow of the Royal Society of the Arts.

### About Warwick Ventures LTD:

Warwick Ventures commercialises innovations produced from world-leading research at the University of Warwick. It is a wholly-owned subsidiary of the University of Warwick, set up to ensure the £120m per year of monies invested in Warwick's world-class research results in economic and societal benefit to the region and nation.



## Dr. Chris Mann, Cofounder of ThruVision (& the inventor)

Chris is a Physicist/Engineer, inventor, entrepreneur, and co-founder of ThruVision Ltd; a hi-tech start-up company spun out of the STFC in Oxfordshire and the European Space Agency that developed a unique TeraHertz camera for security screening, managing the technologies evolution from conception through product development and eventual sale. Chris spent the early part of his career working in Space Science at the STFC developing instrumentation for satellites used to monitor and understand climate change and the Ozone depletion process.

In 2002, he took part in the original ESA StarTiger programme, to develop a Terra-Hertz sub-millimetre wave camera which spawned the patents that were consequently licensed to spinout ThruVision. He is currently the Scientific Advisor to Digital Barriers: ThruVision, the supplier. He provides technical direction to the Engineering team and is instrumental in carrying out the future product

development programme. He is the first port of call for evaluation of new applications, business potential and technical opportunities.

Being innovative, Chris is listed as an inventor on over ten patents families several of which have generated revenue or subsequently used to raise significant private investment. In taking a high technology start up from two people to over forty employees he gained considerable experience in both product development, manufacturing, commercial exploitation and raising hi-tech investment.

In 2009, Chris founded Water Window Ltd, providing consultancy services to Industry and academia in terahertz technology and also to carry out R+D into novel forms of low carbon energy.



## Graham Robert Snudden, Cofounder of BlueGnome

Graham studied mechanical engineering at Brunel University before joining the Manufacturing Systems group at the Ford Motor Company.

In 1987, Graham moved to Cambridge to join CIS who, through their pioneering work on computer aided design (CAD), were one of the founding companies of the Cambridge technology cluster. When CIS were acquired by their American competition Graham joined a number of colleagues who left to found i2, another successful Cambridge start up that used their expertise in CAD to transform the visualisation and analysis of criminal networks. i2 were acquired by their American competition in 2002 by which time Graham had left to found his own company, BlueGnome Ltd, with his partner Dr Nick Haan, a recent Cambridge PhD specialist in the application of

Bayesian inference to real world problems.

BlueGnome focussed initially on software for the analysis of microarray images but, through close collaboration with customers, went on to develop the CytoChip™; a diagnostic platform now used worldwide by clinical geneticists for the investigation of developmental delay and associated genetic disorders. Later BlueGnome developed 24sure™ which used similar approaches to fundamentally improve the treatment of infertility.

In 2012, BlueGnome was acquired by their American competition, Illumina Inc. Graham has since founded BUGS Bioscience which is seeking to apply emerging molecular approaches to the surveillance of infectious disease in the developing world.