

C6

Sharing or protecting my research? (Career talks)



Goal	<p>Via a facilitated discussion with invited guests to inspire audience towards thinking and learning about</p> <ul style="list-style-type: none">• reasons and benefits for protecting intellectual property• societal/commercial impact of one's research• processes leading to (potential) commercialisation of research outcomes• recommended support structures around to turn to
Format	<p>Career talk/ discussion panel. This activity could be a stand-alone event or could be integrated into other training courses on transfer of knowledge.</p> <p>It can be delivered both in personal (physical) event or online (in real time). A recorded session could be re-used, however interactive format where participants themselves can ask questions is more valuable with additional skills developed.</p>
Recommended duration	<p>Number of training hours: ca 45 min — 2 hours</p> <p>Based on the number of speakers and exact format, it could last longer/shorter; ca 30 minutes per invited guest + 15 min introduction and wrap-up</p>
Content of the training activity	<p>There could be a mixture of guests represented:</p> <p>A. established academic researcher (e.g. in a leading position/director) with either</p> <ul style="list-style-type: none">• IPR/copyright protection experience• collaboration with non-academic partners, business (e.g. in various projects)• experience with the decision process <p>B. start-up founder/entrepreneur</p> <p>C. researcher in an enterprise</p> <p>D. management/support staff in TT office/regulatory authority</p> <p>E. investors</p> <p>Not more than 3 guests are recommended timewise. The topics to be covered might include:</p> <ol style="list-style-type: none">1. Achievements in terms of licencing and/or commercialisation of research outcomes (own or supported).2. Idea identification and inter-disciplinarity (what is a valuable idea)3. Stakeholders and supporters (where to seek help and how to start and sparkle their interest).4. Co-authorship — individual vs. team work in commercial research5. Pros and cons in commercial research.6. Cooperation of academic research organisations and companies (how it works in practice).7. Publishing vs. protecting results (how it is possible).8. IPR protection and global market (how to deal with global competition and how to choose appropriate protection of intellectual property for the global environment).

Expected learning outcomes	After taking part in this event, the PhD student should be motivated to proactively seek collaborations with various actors for research development, including businesses, TT offices and be able to reflect upon broader dimensions of research. They should become more aware of different aspects of commercialisation and more motivated to take enterprising idea forward.
Link to career opportunities in life-sciences	Invited guests could serve as role models for various career paths themselves. Speakers with relevance to the life-science sector would be the best pick.
Recommended training prerequisites	Some basic knowledge of IP protection is a benefit as it allows for better involvement in discussions.
Sector specifics to be considered	The guest speakers could be approached and invited for the role model talks based on the expected composition of the audience in terms of research background and interests.
Trainer/facilitator qualification	<p>The facilitator/moderator does not need a special training for moderating the discussion.</p> <p>Basic knowledge of various means of intellectual property protection, technology transfer vocabulary and basic orientation in entrepreneurship environment are necessary.</p> <p>Good communication skills, pleasant voice, speaking and language culture, the ability to improvise and react promptly in conversation are welcome.</p> <p>Getting familiar with the professional background of the invited guest speakers prior to the event is essential.</p>

Recommendations and suggestions for course/activity setup and methods used:

Course/activity set-up and methods used	Speakers/panellists shall be given in advance topics to get ready for.	
	The activity could be delivered in e.g. 2 ways:	
	I. Each speaker prepares a presentation addressing the topics in an interesting way (e.g. storytelling, TED style talk)	
	Duration	Activity description
	5—10min	Introduction of speaker(s)/panelists
	For each presentation:	
	10 min	Presentation/story
	5 min	Q&A
	5 min	Final wrap-up
	II. The moderator asks questions, guests/panellists are asked to react (specifically with respect to their area of expertise). Improvisation is much appreciated.	
Duration	Activity description	
	Below, there is provided list of possible questions for inspiration, however moderators are free to prepare their questions themselves. Moreover, participants shall be also encouraged to ask questions.	

Course/activity set-up and methods used	15 min	<p>1. Speakers/panellists introduction</p> <p>a) Could you briefly introduce yourself, what you do, how long you have been working there, how you got there.</p> <p>b) What were your plans when finalising your (PhD) studies, what were options you considered?</p>
	40 min	<p>2. Achievements in terms of licencing and/or commercialisation of research outcomes</p> <p>3. Idea identification and inter-disciplinarity</p> <p>4. Stakeholders and supporters</p> <p>5. Co-authorship — individual vs. team work in commercial research</p> <p>a) Tell us more about your personal experience with protecting intellectual property</p> <p>b) When did you realize that your research has potential for a commercial success? When did you realize that your research deserves any special protection of IP?</p> <p>c) Did you discuss the potential societal impact, outcomes of your research with anybody at the early stages (e.g. peers/supervisor/manager)?</p> <p>d) What characteristics in your opinion make a research suitable for commercialisation?</p> <p>e) Where to seek help and how to start and sparkle interest of supporters/funders? What makes them convinced?</p> <p>f) Who did you approach to help you with IP protection, or who would you recommend to contact?</p> <p>g) Could you summarise the main steps in the procedure of IP protection? What type of IP protection did you choose to apply and why?</p> <p>h) If the research results/ outputs are a joint effort of a team/group, does it make the IP protection more complex in any way? What if they come from different institutions and even countries?</p> <p>i) How the TT services work at the institutional level?</p> <p>j) How TT officers can assess the potential of a research idea for commercialisation?</p> <p>k) How business angels, funders assess the potential of a research idea for commercialisation and what comes next?</p>
	30 min	<p>6. Pros and cons in commercial research</p> <p>7. Cooperation of academic research organisations and companies</p> <p>8. Publishing vs. protecting results</p> <p>a) What are the benefits and drawbacks of working in a commercial research — please provide a perspective, which is closest to you?</p> <p>b) Do you cooperate with the other sector (academic — vs. non-academic)? If yes, how and what works well? On the other hand, where are the friction surfaces, if any? If no, what kind of collaboration would be meaningful for you?</p> <p>c) Can a research that aims to bring commercial success be published in scientific journals? Specifically, in life-sciences? If yes, to what extent, how and when?</p> <p>d) Can the open access to data and results be (easily) used for commercial purposes? Can be some research results in commercial research shared openly?</p>

Course/activity set-up and methods used	10 min	9. IPR protection and global market a) How it is possible always to come up with innovative solutions to keep pace with global competition, or is sufficient to have one breakthrough idea and harvest from the well set-up business? b) How to choose appropriate protection of intellectual property for the global environment?
	5 min	10. Final recommendations
Recommended number of participants	No specific limitations.	
Forms of active engagement	Participants are encouraged to raise questions and ask the guests/panellists.	
Recommended pretraining activities	Mapping/ input collection from trainers/experts on the topic to identify guest speakers/panellists and adjust questions Possible survey among trainees/PhD students well ahead of the event to collect questions. To actively participate in the activity, ideally participants/PhD students shall be familiar with the list of speakers/panellists prior to the activity and to be able to think about possible questions, they would like to ask the speaker(s)/panellist(s) and overall context.	
Training handouts	If the discussion is recorded, the link to the recording could be shared with participants. Key messages/recommendations could be drafted after the discussion and published.	
Reflection questions	NA	
Engagement of external experts	There could be a mixture of guests represented: A. established academic researcher (e.g. in a leading position/director) with either <ul style="list-style-type: none"> • IPR/copyright protection experience • collaboration with non-academic partners, business (e.g. in various projects) • experience with the decision process B. start-up founder/entrepreneur C. researcher in an enterprise D. management/support staff in TT office/regulatory authority E. investors Not more than 3 guests are recommended timewise, as there are many topics to be covered.	
Venue requirements	Informal space could be offered, speaker/panellists seated casually rather than officially at the speakers front table. Cosy informal atmosphere would be recommended.	
Technical and material requirements	In case speakers use presentations — notebook & beamer. Audio technology based on the room spaciousness.	

Additional tips

Beginners in moderation of panel discussions can look for some tips on how to prepare and lead the discussions. Some blogs about it below:

- The Beginner's Guide to Moderating a Panel Discussion
<https://blog.slido.com/panel-discussion-moderating-guide/>
- How to Lead A Panel Discussion
www.linkedin.com/pulse/how-lead-panel-discussion-brian-glick?trk=public_profile_article_view