

Learn business strategies and \$ earn more \$ from your research work

While Alberta does well supporting scientific research at universities, it recognizes efforts need to be made commercializing the knowledge generated by researchers. **THECiS** has developed a workshop to assist individuals involved with research, to become comfortable and knowledgeable in both research and business settings.

Make an investment with your knowledge and experience. Learn about business opportunities in research and how to make it happen.

Science to Society Workshop

This workshop is intended for graduate students and post doctoral fellows funded by the major provincial funding groups, their professors, senior staff researchers and funding agency staff. Participants are selected and sponsored by the supporting groups.

Participation is by invitation only.

Participants will be selected by the Sponsoring Groups.

SCIENCE TO SOCIETY

Advocating the transfer of knowledge for the practical application of scientific research.

THECiS (The Centre for Innovation Studies) is a not for profit research centre established to create and disseminate knowledge to improve innovation performance in business, government and society.



For more information, please contact:

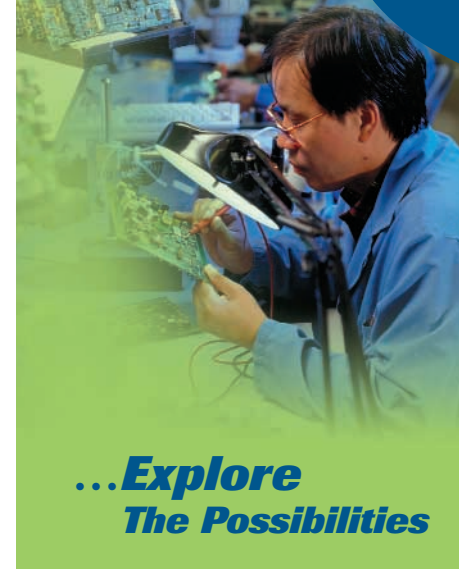
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Supporting Groups



SCIENCE TO SOCIETY

A Workshop
for **graduate students & academics**
interested in **research commercialization & entrepreneurship**



...Explore The Possibilities

Organized by



This year's workshop has two levels, one basic and one advanced, that will run in parallel. The basic workshop is available to any person with an interest in the commercial aspects of their research. It will introduce basic business concepts and involve project work and a final presentation, which will be critiqued by the faculty.

The criteria for attending the Advanced course are that you meet one of the following criteria:

- You attended the Science to Society Workshop in a previous year.
- You participated in STIC [Student Technology Innovation Challenge].
- You have a business opportunity identified, and some elements of a business plan or business opportunity document in draft form.

The Advanced course will provide hands-on coaching and mentoring in order to develop and refine a business plan, using some on-line services. It will involve a final presentation, which will be critiqued by the faculty.

2008 Schedule

Organizer: THECIS

Sponsors: iCORE
 Alberta Ingenuity
 Alberta Advanced Education and Technology

Moderators: Ted Heidrick and Peter Josty

Location: The Banff Centre
 Banff, AB
 Participants are responsible to be checked out by 12 noon.
 Other arrangements may be made. Please contact the front desk.

Dates: Friday, October 31 st – Sunday, November 2nd, 2008

Cost: Basic Course: \$1,000 per participant; Advanced Course: \$1,200 per participant – grants and scholarships awarded by major supporting groups. Includes all meals and accommodation.

Format: Two-day interactive workshop, with breakout groups and opportunity for small group discussions and dialogue between students and presenters.

Presenters: Qualified individuals from across Alberta

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|-----------------------|-------------------------|---|---|
| Basic Workshop | Friday Oct 31st | 6:00 -9:00 pm | Welcome Reception - <i>Ted Heidrick, Peter Josty</i> <ul style="list-style-type: none"> Formal welcome Objectives/expectations for Workshop Introduction of speakers Questions and answers |
| | Saturday Nov 1st | 9:00 – 9:10 BREAK 10:15-10:30 10:30 – 10:35 10:35 – 11:05 11:05 -11:35 11:35-12:05 LUNCH 12:05- 1:30 1:30 – 3:00 BREAK 3:00 – 3:15 3:15-4:15 4:15 – 4:45 DINNER 6:00 -7:30 | Introduction - <i>Ted Heidrick</i> KEYNOTE: From Idea to Cash Out - <i>Amit Gupta</i> Capturing Value from Technology - <i>Ted Heidrick</i> How Does a Venture Capitalist Evaluate Technology? - <i>Denny Doyle</i> What TEC Edmonton Looks For, Student Programs - <i>Andrew Pryor</i> What the U of C Looks For - <i>Paul Cataford</i> Networking Intellectual Property & Licensing - <i>Gordon Sustrik</i> Valuation of Technology - <i>Jeremy Webster</i> or <i>Ted Heidrick</i> Financing Your Business - <i>Ted Heidrick</i> <i>Denny Doyle</i> |
| | Sunday Nov 2nd | 9:00-9:15 9:15-10:30 10:30-12:00 LUNCH 12:00-1:30 1:30 | Introduction to the BOD [Business Opportunity Document] - <i>Ted Heidrick</i> Teams of Four Prepare BOD for Their Idea Team Presentations /Feedback - 10 presentations @ 9 minutes each - <i>Participants</i> Workshop Evaluation Forms Workshop Finishes |

| | | | |
|--------------------------|-------------------------|---|--|
| Advanced Workshop | Friday Oct 31st | 6:00 -9:00 pm | Welcome Reception - <i>Ted Heidrick, Peter Josty</i> <ul style="list-style-type: none"> Formal welcome Objectives/expectations for Workshop Introduction of speakers Questions and answers |
| | Saturday Nov 1st | 9:00 – 9:10 9:10-10:15 BREAK 10:15-10:30 11:15-12:30 LUNCH 12:30- 1:30 1:30-3:00 BREAK 3:00 – 3:15 3:15- 4:15 4:15- 5:00 DINNER 6:00 -7:30 | Welcome and Review of the Workshop, Business Plans - <i>Ted Heidrick</i> Workshop on Patent/IP interactive Searching - <i>Sandy Campbell</i> Work shop on On-line Searching for Competition, Industry Trends, and Markets <i>- Maureen Bernstein</i> Networking High Tech Marketing 101 - <i>Ted Heidrick</i> Financing and Pro-forma Financials, How to Form a Company, Your Business Plan Students Prepare their Presentations [continue after dinner] |
| | Sunday Nov 2nd | 9:15-12:00 LUNCH 12:00-1:30 1:30 | Student Presentations Workshop Evaluation Forms Workshop Finishes |

There will be a meeting (videoconference for the **Advanced Class**, between Calgary and Edmonton, on October 24th 10:00 am till noon to introduce:

- Business Plans and what the students need to have completed before Banff
- Intellectual Property and what the students need to know as a prerequisite (a small quiz will be used to determine this),
- What the students need to do re: presentations in Banff
- Progrid introduction - how their plan will be evaluated

Awards are available from the major supporting groups listed on the brochure. If you would like to be considered for an award, please contact the sponsor in your field of research.