

**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:  
**Martha Cote Ball**  
(403) 968-3722  
martha@thecis.ca

**Supporting Groups**



**Government of Alberta** ■



**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.

2009 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 23 – Sunday, October 25, 2009

**Cost:** Basic Course: \$1,200 per participant; Advanced Course: \$1,400 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

<b>Basic Workshop</b>	<b>Friday Oct 23</b>	6:00 – 9:00 pm	<b>Welcome Reception</b> - <i>Ted Heidrick, Peter Josty</i> <ul style="list-style-type: none"> <li>• Formal Welcome</li> <li>• Objectives/Expectations for Workshop</li> <li>• Introduction of Speakers</li> <li>• Questions and Answers</li> </ul>
	<b>Saturday Oct 24</b>	9:00 – 9:10 9:10 – 10:45 BREAK 10:45 – 11:00 11:00 – 11:30 LUNCH 11:30 – 12:00 12:00 – 1:30 BREAK 1:30 – 3:00 3:00 – 3:15 3:15 – 4:15 4:15 – 4:45 DINNER 6:00 – 7:30	<b>Introduction</b> - <i>Ted Heidrick</i> <b>KEYNOTE: From Idea to Cash Out</b> - <i>Amit Gupta</i>  <b>How Universities Can Help</b> - <i>Andrew Pryor</i> <b>How Does a Venture Capitalist Evaluate Technology?</b> - <i>Denny Doyle</i> <b>Networking</b> <b>Intellectual Property and Licensing</b> - <i>Gordon Sustrick</i>  <b>Valuation of Technology</b> - <i>Ted Heidrick</i> <b>Financing Your Business</b> - <i>Ted Heidrick</i> <i>Ken Fyfe</i> or <i>Gary Albach</i>
	<b>Sunday Oct 25</b>	9:00 – 9:15 9:15 – 10:30 10:30 – 12:00 LUNCH 12:00 – 1:30 1:30	<b>Introduction to the BOD</b> [Business Opportunity Document] - <i>Ted Heidrick</i> <b>Teams of Four Prepare BOD for Their Idea</b> <b>Team Presentations /Feedback</b> - 10 presentations @ 9 minutes each - <i>Participants</i> <b>Workshop Evaluation Forms</b> <b>Workshop Finishes</b>

<b>Advanced Workshop</b>	<b>Friday Oct 23</b>	6:00 – 9:00 pm	<b>Welcome Reception</b> - <i>Ted Heidrick, Peter Josty</i> <ul style="list-style-type: none"> <li>• Formal welcome</li> <li>• Objectives/expectations for Workshop</li> <li>• Introduction of speakers</li> <li>• Questions and answers</li> </ul>
	<b>Saturday Oct 24</b>	9:00 – 9:10 9:10 – 10:15 BREAK 10:15 – 10:30 10:30 – 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	<b>Welcome and Review of the Workshop, Business Plans</b> - <i>Ted Heidrick</i> <b>Workshop on Patent/IP interactive Searching</b> - <i>Sandy Campbell</i>  <b>Workshop on On-line Searching for Competition, Industry Trends, and Markets</b> - <i>Maureen Bernstein</i> <b>Networking</b> <b>High Tech Marketing 101</b> - <i>Ted Heidrick</i>  <b>Financing and Pro-forma Financials, How to Form a Company, Your Business Plan</b> <b>Students Prepare their Presentations</b> [continue after dinner]
	<b>Sunday Oct 25</b>	9:15 – 12:00 LUNCH 12:00 – 1:30 1:30	<b>Student Presentations</b> <b>Workshop Evaluation Forms</b> <b>Workshop Finishes</b>

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.