

**Report on Venture Base Camp on IP & Licensing strategy
| 27-30 Nov 2018 | Venture Center, Pune |**

BRBC'S first Venture Base Camp on Intellectual Property and Licensing strategy was held from 27-30 Nov 2017 at Venture Center, Pune. The audience was a mix of entrepreneurs, individuals, representatives of micro and small enterprises who were interested in learning the nitty gritty of Intellectual Property and setting up a roadmap for the coming years.

The Base camp focused on 3 areas:

- In-licensing; clarity in ownership, FTO
- IP portfolio planning and IP landscaping
- Out licensing, technology transfer and valuation

Sessions included classroom learning, workshop activities, working under guidance of mentors and finally reaching tangible action points.

Day 1 began with an introduction to Intellectual property and its importance followed by various relevant sessions and Q&As. All participants were in the same room where they could get basics on all 3 areas.



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On day 2, the participants were split in 3 groups based on the stage of their product development

- Early stage - track 1
- Mid stage - track 2
- Late stage - track 3

They attended in depth sessions that helped them build their own story for their product/technology with templates/notes provided.

In depth mentoring was carried out on day 3 with participants meeting an experienced and senior mentor to guide them technically. The other time was spent in making their presentations that had to be showcased on day 4. A lot of senior mentors helped with slide deck preparations.

Day 4 was spent on presentations where the participants showcased what they had learnt in the 3 days and their roadmap that would help their company in the coming years.

The entire event proved to be very fruitful where participants were able to take a roadmap home for their companies.

The participants also benefitted from a booklet that comprised of all relevant information that would help them in the coming years.





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Feedback scores and evaluation result:

(27-30 Nov 2018) Venture Base Camp on Intellectual Property and Licensing Strategy					
Evaluation Results					
Category	Avg (Min-Max) Count				
Section 1 - Event		Rating Scale			
Quality of pre-event (registration, queries)	6.1(5,7)18	1	Bad	2	Well below average
Quality of Staff responsiveness	6.4(5,7)18	3	Below average	4	Average
Pace of the event (time mgmt)	6.1(4,7)18	5	Good	6	Very Good
Quality of food & beverages	6.4(5,7)18	7	Excellent		
Venture Center facility(Was it appropriate, clean & comfortable?)	6.6(5,7)18				
Overall satisfaction	6.5(5,7)18				
Section 2 – Sessions & lectures Day 1		Was this workshop helpful in preparing your roadmap for IP?			
Day 1- Session 1: Overview – Practical IP and Technology Strategy for Startups	6.2(4,7)17	Yes			17
Day 1- Session 2: Knowhow mapping; Technology gaps; FTO; In-licensing	6.2(5,7)17	No			0
Day 1- Session 3: IP landscaping; IP strategy and portfolio planning	6.0(5,7)17	Would you attend similar workshop on these topics?			
Day 1- Session 4: TRLs, Technology assessment, Marketing, Valuation, Out-licensing/ sale	6.1(4,7)17	Yes			14
Day 1- Track wise Open house: Discovery of key needs of participating startups	6.3(5,7)15	No			8



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Section 3 – Track wise lectures /mentoring/presentations		Is 4 days too long for a workshop?	
Day 2- Track 1- Knowhow mapping; Technology gaps	6.0(4,7)10	Yes	8
Day 2- Track 1-Freedom to operate	5.8(5,7)11	No	8
Day 2- Track 1-In-licensing technology	6.3(5,7)11	Would you like to get notified about similar events from Venture Center	
Day 2- Track 1-Getting clarity in ownership and NBA obligations	6.0(5,7)10	Yes	17
		no	2
Day 2- Track 2- IP landscaping and searching	6.6(6,7)9		
Day 2- Track 2- Patenting & Planning your claims, sequence, jurisdictions	6.4(6,7)7		
Day 2- Track 2- IP strategy and portfolio planning	5.4(3,7)7		
Day 2- Track 3- Assessing technology	6.2(5,7)5		
Day 2- Track 3- Valuation	6.5(5,7)6		
Day 2- Track 3- Technology Marketing	6.5(5,7)6		
Day 2- Track 3- Out-licensing/ sale	6.1(5,7)6		
Day 3- Was the mentoring helpful	6.5(5,7)6		
Day 4- Roadmap Presentations	6.3(5,7)3		
Section 4 - Comments & Suggestions. Please include if the talk met your expectations.			
What did you enjoy the most			
All Sessions			
Comprehensive coverage on the issues@ hand.			
Classes			
Mentoring Sessions			
TRL's Technology assessment, marketing valuation, in licensing.			



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The Mentoring, food.
In landscape Report.
Out-Licensing by Vandana Sarada: Technology Marketing by Dr.Premnath & valuation by Magesh.
ABC of Patenting
Mentoring
The mentor mixer & related consultations
Landscaping & Claims
The hands on nature of the workshop which allowed us to work on your own stuff & get things clarified.
day 2:All the presentations were valuable & met the expectations.
The hands on sessions & real case studies
Lectures by Mr.Kaushik & Mr.Nihaal Kothari got to know about IP which is very interesting.
Track-1, Covered all my expectations.
Please suggest a topic on which you wish to have a workshop on ?
Strategy for selling/licensing technology out for a product based start-up.
More on drafting
Market Understanding customer.
Market
Determine market size(TAM,SAM,SOM)
Sales & Marketing strategies & agreements. Financial projections & business development.
Case study in detail for Patent.
Funding Technique, Valuation of IP
No idea at the moment.
Drafting & filling(do it yourself)for software & Electronics
Patent drafting, practical workshop on fundraising, concept explorations & design thinking.
Product marketing strategies valuation.



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Drafting of patent, writing of claims
No idea at the moment.
Proposal writing & Pitching (pitching for investors & also to get into collaborations.)
What changes would you like to be seen in the next base camp
Focus on a Particular aspect.
Bit more hands on training; videos of different presentations (patent) will be useful in understanding more.
Talk followed by mentoring activities for each session.
Short lectures mixed with hands on exercises to avoid monotony.
Entrepreneurs who have experienced in IP portfolio & strategy ,I would like to listen to them.
Real cases about out/in licensing: more focus on valuation.
Methodology & Hands-on Experience
Practical examples & each day should be combination of lectures & practical hands on use.
Continue as it is
The practical approach & more time to given for the same sessions.
90 mins session can be converted into 60 mins. More group interactions. Interesting IP stories.
Could be done in 3 days.
Comments & Suggestions
Regarding Mentoring Sessions with Dr.Tewari & Mr.Prachand:
Very pointed & guided properly.
Loved that they were receptive & through I was not clear, helped me in making me understand the process again.
Feel, it should be on a regular basis.
Will start jotting down the research on a everyday basis.

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