

**GSE2 SCHEDULE**  
**Academic Year 2017/2018 (Sem 2)**  
**Staff Development Seminar Room**  
**John Hume Building, 3<sup>rd</sup> Floor, North Campus, Maynooth University**

Day 1: Tuesday, 20<sup>th</sup> March, 2018

10:00am	<i>Introduction to Commercialisation of Research, Peter Conlon (PC)</i>
10:30am	Intellectual Property Part 1
<b>11:45am</b>	<b>break</b>
12:00noon	Intellectual Property Part 2
<b>1:00pm</b>	<b>lunch</b>
2:00pm	Spin-out companies Part 1
<b>3:30pm</b>	<b>break</b>
3:45pm	Introduction to Contracts
5:00pm	end

Day 2: Wednesday, 21<sup>st</sup> March, 2018

10:00am	Product Development
11:00am	Early Funding Options
<b>11:45am</b>	<b>break</b>
12:00noon	Spinout Companies Part 2
<b>1:00pm</b>	<b>lunch</b>
2:00pm	Business Plan financials
3:00pm	Marketing
<b>3:30pm</b>	<b>break</b>
3:45pm	Interacting with Industry
5:00pm	end

Day 3: Thursday, 22<sup>nd</sup> March, 2018

10:00am	Ideation session
<b>11:30am</b>	<b>break</b>
11:45am	Marketing assignment pitch/workshop part 1
<b>1:00 pm</b>	<b>lunch</b> – prepare 2 slides with 3 minute elevator pitch
2:00pm	Marketing assignment pitch/workshop part 2
<b>3:30pm</b>	<b>break</b>
3:45pm	Business Plan workshop
5:00pm	end

Day 4: Friday, 27<sup>th</sup> April, 2018

10:00am	Groups 1 to 3 present 20 mins + 10 mins for questions
<b>11:30am</b>	<b>break</b>
11:45am	Group 4 + present 20 mins + 10 mins for questions

**Note: All participants are required to attend all 4 days of this module to receive credits.**  
**All non-Maynooth university participants must complete the “Application for Registration as a Structured Visiting Research Postgraduate Student” form and return to Lorraine in the Commercialisation Office.**  
**Contact Lorraine Kane (01) 708 6589 with any questions – [commercialisation@mu.ie](mailto:commercialisation@mu.ie)**