Day 1: Tuesday, 20th March, 2018
10:00am  Introduction to Commercialisation of Research, Peter Conlon (PC)
10:30am  Intellectual Property Part 1
11:45am  break
12:00noon  Intellectual Property Part 2
1:00pm  lunch
2:00pm  Spin-out companies Part 1
3:30pm  break
3:45pm  Introduction to Contracts
5:00pm  end

Day 2: Wednesday, 21st March, 2018
10:00am  Product Development
11:00am  Early Funding Options
11:45am  break
12:00noon  Spinout Companies Part 2
1:00pm  lunch
2:00pm  Business Plan financials
3:00pm  Marketing
3:30pm  break
3:45pm  Interacting with Industry
5:00pm  end

Day 3: Thursday, 22nd March, 2018
10:00am  Ideation session
11:30am  break
11:45am  Marketing assignment pitch/workshop part 1
1:00pm  lunch – prepare 2 slides with 3 minute elevator pitch
2:00pm  Marketing assignment pitch/workshop part 2
3:30pm  break
3:45pm  Business Plan workshop
5:00pm  end

Day 4: Friday, 27th April, 2018
10:00am  Groups 1 to 3 present 20 mins + 10 mins for questions
11:30am  break
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