



The Intellectual  
Property Office of the  
Republic of Serbia



Center for  
technology  
transfer  
University of Belgrade



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

---

## SUB-REGIONAL WORKSHOP

---

WIPO/IP/BEL/15/INF/1 PROV  
ORIGINAL: ENGLISH

### **How to Create and Manage “Start-ups”**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Intellectual Property Office of the Republic of Serbia

and  
the Center for Technology Transfer, University of Belgrade

**Belgrade, November 13 and 14, 2017**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Monday, November 13, 2017

8.30 – 9.30 Registration

9.30 – 10.00 Opening Ceremony

Welcome addresses by:

The Representative of the Intellectual Property Office of the Republic of Serbia

The Representative of the University of Belgrade

Ms. Olga Spasic, Head, Counselor, Small and Medium-sized Enterprises (SMEs) and Entrepreneurship Support Division, Department for Transition and Developed Countries (TDC), WIPO, Geneva

10.00 – 11.00 **Topic 1: Legal Framework for Creating a Startup by Academic Institutions in Serbia**

Speakers: Intellectual Property Office of the Republic of Serbia

University of Belgrade

11.00 – 11.30 Coffee Break

11.30 – 13.00 **Topic 2: IP Institutional Policy for Universities and Research Institutions – Regulations on the Creation of Start up**

**a) WIPO Project on Academic IP Policy Tool**

Speaker: Ms. Olga Spasic

**b) IP Policy Examples regarding Startups from Academic Institutions in Serbia**

Speakers: Two Local Speakers

**c) IP Policy Relevant Regulations in Hungary and Bosnia and Herzegovina**

Speakers: Participant Speakers from Hungary and Bosnia and Herzegovina

13.00 – 14.00 Lunch Break

- 14.00 – 15.00 **Topic 3:** **New Law on Technology Transfer in Poland – Creation of “Special Purpose Body” to Deal with Startups in Universities**
- Speaker: Ms. Justyna Ozegalska-Trybalska,  
Associate Professor, Member of the  
Rector’s University Commission for IP,  
Intellectual Property Law Chair, Jagiellonian  
University, Krakow, Poland
- 15.00 – 16.00 **Topic 4:** **Challenging Issue – How to Provide Sustainability of the Start up**  
There is a huge number of created startups by universities in the Europe but alarmingly low number of those who are active after a few years, or able to come out on the active market. Where is the problem and how to develop a more sustainable strategy?
- Speakers: Mr. Jon Wulff Petersen, Director,  
Technology Transfer, Plougmann Vingtoft,  
Copenhagen
- Local Speaker – CEO from the local startup
- 16.00 – 16.30 Coffee Break
- 16.30 – 17. 30 **Topic 5:** **Knowledge Transfer – New Approach in Commercialization of Research Results**  
How to Create and Transfer Knowledge to Industry Partners and Other Users? Can Knowledge be the Base for creation of Startup? Is this model sustainable?
- Speaker: Mr. Jon Wulff Petersen
- 17.30 – 18.00 **Topic 6:** **Discussion**
- 18.00 **End of Session**
- Tuesday, November 14, 2017
- 9.30 – 10.30 **Topic 7:** **IP Marketing and Start ups – How to become an Interesting “Business Case” for Investors?**
- Speaker: Mr. Patrick Pierre, Senior Vice-President,  
Questel Consulting, Grenoble, France
- 10:30 – 10:45 Discussion

10.45 – 11:30	<b>Topic 8:</b>	<b>Successful Models and Cases of Marketing of University Startups</b>  a) Cases from Serbia, Belgrade Technology Park  Speaker: Local Speaker  b) Cases from Poland  Ms. Justyna Ozegalska-Trybalska
11.30 – 11.45	Coffee Break	
11.45 – 12.30	<b>Topic 9:</b>	<b>Using Marketing Tools for Capturing Value of Technology – Practical Demonstration</b>  Speaker: Mr. Patrick Pierre
12.30 – 14.00	Lunch Break	
14:00 – 15:00	<b>Topic 10:</b>	<b>Using Marketing Tools for Capturing Value of Technology – Practical Demonstration</b> Exercise: Participants are invited to identify and prepare their own cases (technologise) for IP commercialization and to try to develop appropriate marketing and commercialization strategy by using on line tools, as presented under the Topic 9. Participants are invited to bring their computers, and organizer will provide WiFi.  Coach: Mr. Patrick Pierre
15:00 – 16.00	<b>Topic 11:</b>	<b>Presentation of Developed Strategies and Discussion Regarding Results</b>
16.00 – 16.15	Coffee Break	
16.15 – 17.15	<b>Topic 12:</b>	<b>IP Valuation of Startup’s Assets</b>  Speakers: Mr. Patrick Pierre Mr. Jon Wulff Petersen
17.15 – 17.45	<b>Topic 13:</b>	<b>WIPO Programs for Supporting Academic Institutions to Create and Manage Startup</b>  Speakers: Ms. Olga Spasic  Ms. Silvija Trpkovska, Senior Program Officer, SMEs and Entrepreneurship Support Division, TDC, WIPO, Geneva
17.45	Closing Session	

[End of document]