

Dutch KTO Masterclass Fall Edition 2023 – Rotterdam

**Social Responsible Licensing & Entrepreneurship
as Tool to create Social-Economic Impact**



9.30 – 10.00 h (LS&H Hub, 9th floor)

Walk-in & Registration

10.00 – 10.15 h (LS&H Hub, 9th floor)

Welcome to the Dutch KTO Masterclass

Stefan Sleijfer, Chairman Executive Board & Dean Faculty of Medicine and Health Sciences Erasmus MC

Robert Al, Director TTO Erasmus MC

Jaspar Roos, Moderator

10.15 – 11.15 h

Parallel Sessions, round 1

Session 1: Expand your network (Lecture Room, 11th floor)

Having a large network is valuable! Each Dutch KTO Masterclass is an opportunity to catch up with colleagues, but also to meet a lot of new people. This interactive session is the ideal occasion to meet new people and is especially interesting for those that are new to the TTO/KTO profession and want to expand their network.

Session 2: Effective Communication and Storytelling (Auditorium, 11th)

Jovana Paredes, Communication Advisor Erasmus University

In this session we will focus on the importance of effective communication including written, verbal, and visual communication, as well as the power of social media. We will look at examples of successful communication strategies within the Technology/Knowledge Transfer context and analyze what made them so successful. We will end the session with a hands-on activity where you will have the opportunity to craft a short success story from your own experiences.

Session 3: Available and affordable medicines (LS&H Hub, 9th floor)

Academic research has impacted the development of therapies and medicines a lot. This panel discussion will cover the different views and initiatives that try to make and keep these developed medicines available and affordable. Should we as knowledge institutes play a more active and influential role in development and pricing of medicines and how will that impact our relationship with industry?

11.15 – 11.30 h

Break

11.30 – 12.30 h (LS&H Hub, 9th floor)

Keynote: Responsible Licensing Initiatives and (Inter)national perspectives

Ype Elgersma, Professor Clinical Genetics Erasmus MC

Dirk van Asseldonk, CEO LentiCure

Sadhana Chitale, Senior Director NYU Langone Health

There is a societal need for accessible and affordable therapies. This keynote covers how we as Technology/Knowledge Transfer Professionals can contribute to make this happen and how to responsibly handle our innovations. This session will highlight an example of Erasmus MC's efforts to develop a new therapy for Pompe's disease applying innovative business models. And it will conclude with an international perspective on the general topic of social responsible licensing.

12.30 – 13.30 h

Lunch

13.30 – 14.30 h (LS&H Hub, 9th floor)

Keynote: People, Planet, Profit; Entrepreneurship and Impact

Farshida Zafar, Director Erasmus Centre for Entrepreneurship

Eva Rennen, Co-founder & COO Nostics

To mirror the medical & life science perspectives on responsible licensing and entrepreneurship in the first sessions, join this keynote to experience how to empower academia to ignite change; 'Unleashing Triple P Entrepreneurship for a sustainable tomorrow'.

14.30 – 14.45 h

Break

14.45 – 15.45 h

Parallel Sessions, round 2

Session 4: Data Licensing Efforts (LS&H Hub, 9th floor)

Carmen Correa Martin, Coordinator TTO Erasmus MC

Pedro Barbosa Tinnemans, Business Developer TTO Erasmus MC

Machine learning, real-time analytics, cloud computing: Big data has quickly become the core of many technological innovations. At Erasmus MC, we receive more requests for commercial uses than ever before. In order to better understand best practices, we have analyzed our approach to data licensing so far and gathered the perspectives of various TTOs. During this interactive session we wish to share our findings with you, after which we will explore and discuss elements of data licensing, including privacy, important contractual clauses, and valuation methods.

Session 5: MVL Toolkit (Lecture Room, 11th floor)

Ivo de Nooijer, Director AMLUG

Kim Karsenberg, Senior Policy Advisor at NFU

“Socially responsible licensing (MVL)” is the topic of a recent review by UNL and NFU, and an important subject of discussions at conferences and in Brussels. There are many opinions about it, however, a substantial number of them are not supported by the facts. What is this concept and what is it supposed to do? And what are the next steps that UNL and NFU have agreed to? Let's find out together!

Session 6: Groeifonds 'Deltaplan Valorisatie' (Auditorium, 11th floor)

Sebastiaan Berendse, on behalf of UNL – working group NGF

This interactive session will give updates & insights on the reworked proposal for the Nationaal Groeifonds (NGF). This NGF funding proposal will be finalized early December and filed early January next year as a joint effort of a coalition of the ministries of Economic Affairs and Education, Culture & Sciences, all universities (UNL), Universities of Applied Sciences (VH), UMCs (NFU), ROM-NL, incubators & accelerators. Join to get the latest update on the NGF proposal!

15.45 – 16.15 h (LS&H Hub, 9th floor)

Wrap-up Session

Robert Al, Director TTO Erasmus MC

16.15 – 17.45 h (Bar, 11th floor)

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Additional information

Contact Erasmus MC – TTO:

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Location:

Rotterdam Science Tower (9th Floor)

Marconistraat 16
3029 AK Rotterdam

By Public Transport:

Take the metro, tram or bus to Station Marconiplein.

Via *Rotterdam Central Station*: Metro D/E to Beurs, and then Metro A/B/C to Marconiplein.

Via *Station Alexander*: Metro A/B/C directly to Marconiplein

Via *Station Schiedam Centrum*: Metro A/B/C directly to Marconiplein

By Car:

Park your car in the adjacent parking garage of the Rotterdam Science Tower

Other remarks

If you have any questions or emergencies during the KTO Masterclass, please contact +31 10 704 4 155 (Eudia Lemmers)

