

— IP and Technology Transfer in the Digital Age: Adopting AI and Other Tools

- Tuesday, 2 September 2025
- 13h00 – 16h30
- Limited to 30 participants
- Protea Hotel Stellenbosch, Cape Town, South Africa

— **CATEGORY:** Innovation and Technology Transfer (I&TT)

— **TARGET AUDIENCE:** Research managers, technology transfer professionals, and innovation practitioners seeking to integrate digital tools into their workflows and improve operational efficiency.

— **FOCUS AREA:** Early Career and Intermediate

Overview:

- In the evolving landscape of innovation and technology transfer, digital tools—particularly those powered by AI—have become indispensable for streamlining processes, improving efficiency, and achieving better commercialization outcomes. This half-day workshop is designed to equip research managers and innovation professionals with practical skills to harness these tools effectively, while addressing the ethical considerations and challenges that come with their use.

Objectives:

1. Understand the key AI tools available for IP management, market analysis, and deal tracking.
2. Learn best practices for integrating digital workflows into technology transfer operations.
3. Explore ethical implications of using AI in commercialization activities.
4. Gain hands-on experience in applying these tools through practical exercises.

Participants will leave with:

- A resource list of AI and digital tools for IP and commercialization.
- Insights into best practices and ethical considerations.
- Practical experience applying these tools to real-world scenarios.

DRAFT Programme Layout:

Session 1: Setting the Scene – Why Digital Tools Matter (30 minutes)

- **Objective:** Highlight the importance of digital tools in modern IP and technology transfer operations.
- **Key Points:**
 - Overview of current trends in AI and digital tools for IP and commercialisation.
 - The impact of digital transformation on technology transfer offices (TTOs).
 - Examples of successful implementation in global TTOs.

Session 2: Exploring AI Tools for IP and Market Analysis (45 minutes)

- **Objective:** Familiarize participants with AI tools and their applications.
- **Key Topics:**
 - Tools for IP landscaping (e.g., patent searching and analytics platforms like Orbit or Patsnap).
 - AI in market intelligence and identifying commercialization opportunities.
 - Tools for deal tracking and managing technology pipelines.
- **Interactive Element:**
 - Demonstration of a tool (e.g., a patent analytics platform or market mapping software).

Session 3: Ethical and Practical Considerations in Using AI (45 minutes)

- **Objective:** Address the challenges and ethical implications of AI use.
- **Key Topics:**
 - Data privacy and compliance in IP analytics and market research.
 - Avoiding bias in AI-generated insights.
 - Ethical concerns with AI in decision-making and IP management.
- **Interactive Element:**
 - Scenario-based discussions on handling ethical dilemmas.

Session 4: Hands-On Exercise – Streamlining Workflows with Digital Tools (60 minutes) – dependant on the presenter.

- **Objective:** Provide participants with practical experience using AI tools.
- **Activity:**
 - Split participants into groups and assign a technology for analysis.
 - Use a provided AI tool or platform to perform tasks such as:
 - Conducting an IP landscape.
 - Identifying market opportunities for a technology.
 - Drafting a strategy for commercialization based on tool outputs.
- **Outcome:** Each group presents their findings and shares insights.

Session 5: Wrapping Up – Building a Digitally-Driven TTO (30 minutes)

- **Objective:** Summarize key takeaways and provide actionable next steps.
- **Key Points:**
 - Recap of tools and techniques covered.
 - Strategies for adopting digital workflows in participants' organizations.
 - Q&A session for participants to clarify doubts or explore advanced topics.