

# 2025 SARIMA Conference | WORKSHOP:



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

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- 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

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### Overview:

- This half day workshop is designed for experienced and emerging technology transfer professionals seeking to understand and apply artificial intelligence (AI) tools in their operations. The workshop blends strategic presentations, real-world case studies, and interactive role-play to provide participants with practical insights and tactical applications of AI in areas such as IP management, preparing a commercialization pipeline, deal-making, and innovation scouting.  
Participants will gain valuable practical perspectives on how AI tools can be effectively utilized to accelerate commercialization pathways, improve IP valuation accuracy, and drive institutional innovation performance.

### 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:

1. **Tool Proficiency:** Participants will be taught how to optimally use at least 3 AI-based tools used in prior art search, technology scouting, and patent valuation.
2. **Process Innovation:** Attendees will be guided to draft a workflow improvement plan to integrate AI into at least one function of their TTO operation.
3. **Licensee Intelligence & Risk Evaluation:** Participants will analyze two case examples where AI helped secure a licensee, mitigated commercialization risk and revealed market insights.
4. **Deal Structuring Insight:** Each participant will participate in a simulated licence negotiation using AI-derived analytics (valuation, FTO, market data).

**Facilitator:**

- **Dr Wasiu Afolabi MBA, CLP, Innovation Manager, KAUST**

Dr Wasiu Afolabi is an Innovation Manager at King Abdullah University of Science and Technology (KAUST). He is a Certified Licensing Professional (CLP) with extensive expertise in intellectual property (IP) management, technology transfer and commercialization. Dr Afolabi brings a unique blend of scientific expertise and practical industry experience, having worked across diverse sectors and international innovation ecosystems. Dr Afolabi has held key roles in IP management and technology transfer at leading institutions, including as Principal IP Officer and later as an IP Specialist at the University of Cape Town. At KAUST, he plays a pivotal role in advancing technology transfer initiatives, supporting deep-tech research translation, and driving strategic partnerships to accelerate innovation impact. Dr Afolabi is recognized for his leadership in applying AI and digital tools to enhance IP operations and streamline commercialization processes at KAUST. Dr Afolabi won the 2022 SARIMA Excellence Award (Innovation and Technology Transfer) for Early Career Excellence and is currently a Perplexity AI Business Fellow.

**About KAUST TTO**

The **KAUST Technology Transfer Office (TTO)**, is embedded within **KAUST Innovation**, and it plays a pivotal role in translating deep-tech research into real-world impact. The TTO operates within a world-class innovation ecosystem, combining practical experience with strategic insight to support effective technology commercialisation.

AI tools are fully integrated into the TTO's operations to strengthen patent landscaping, market intelligence, and licensee identification. These capabilities enhance decision-making processes and contribute to more efficient deal structuring.

**KAUST TTO** has established a strong track record in technology scouting, intellectual property strategy, and commercial partnerships, earning international recognition as a leader in applying AI in technology transfer.

**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.