



IP PRAGMATICS

# IP and Entrepreneur Training Courses

IP Pragmatics has run regular training courses to more than 15 universities to raise awareness on IP, working with industry and entrepreneurship. We have a partnership with Enter-rise ([www.enter-rise.co.uk](http://www.enter-rise.co.uk)), a consultancy group specialised in the development and delivery of entrepreneurship education and training programmes, with whom we are able to individually structure and deliver workshops to educate and inspire would-be entrepreneurs.

## Training for Academics

These workshops are geared towards academics and departments to help them understand how IP related matters can impact on their work and to ensure that they too have the necessary knowledge to identify, capture and protect the University's IP, as well as the necessary knowledge of how to interact with commercial partners.

The workshops can be an effective means of stimulating interest within departments that are not yet fully engaged in working with commercial partners. Where ever possible we would work with the University to raise co-funding for these events from sources such as the Research Councils (for example from the BBSRC IP Workshop support).

## Introduction to Intellectual Property

In September 2010, IP Pragmatics ran an IP course in Lambaréné, Gabon for the malaria research group AntiMal based at the Liverpool School of Tropical Medicine entitled 'An Introduction to Intellectual Property and its Relevance to Staff working within AntiMal'. The course was well received with over 20 participants from around the world.

## Early-Career Researcher Engagement

The document 'Outline Programme for University IP Training Courses' available for download on the IP Pragmatics website shows the outline programme for a recent entrepreneur event we ran for Greenwich University as part of a series of events to raise awareness and stimulate

entrepreneurship amongst young academics. There have been two events at the University of Greenwich. The first event covered an academia-business engagement programme for the School of Science and the second covered a more general public engagement programme.

## Training Aims

Both workshops allowed participants to develop an understanding of how to effectively interact and engage beyond the university walls by improving the researcher's skills of how to effectively communicate his or her idea to a non-expert audience and how to successfully pitch his or her research. It aimed to equip the participants with the confidence and skills that will facilitate communicating or selling his or her research and associated ideas.

The successful programmes have increased interaction between the university enterprise department and academics/researchers. In more than one case, the workshops have led onto an academic successfully obtaining external industrial funding or public engagement requests