

Program

Renewable energy and energy efficiency sector.

Technology transfer and Investor readiness Master Class

Warsaw October 23, 2006

“Equal partners make the best deals” therefore it is important to understand the reasoning behind industry and investor requirements.

Morning Session

08.30 Presentation of participants and teaching staff including overview of content of the program of the day.

08.45 The ProRETT project funded by DG TREN/European Commission with focus on the financial angle.

09.00 Do you have projects ready for technology transfer and commercialization (sooner or later)?

09.15 Examples of public RTD outputs' transfer in the Energy sector.

09.45 Changes in energy market regulation and energy prices favouring innovation in the energy sector.

10.15 Questions and break

10.30 Solutions looking for a problem? (Including a short introduction to the “Blue Ocean” strategy.)

11.00 Technology transfer (licensing) or company creation. What is the realistic way to commercialization?

12.00 What are industries looking for and what excites investors??

12.30 Lunch break

Afternoon Session

13.30 Barriers to attract investors and why the business plan and the investment summary is so important.

14.15 Questions

14.30 The most important elements in a business plan, and why they are so important.

16.00 Coffee break including planning for individual consultations.

16.30 How can ProRETT assist you in partnership building

17.00 Wrap up and access to individual consultations.

Objective

To get to know each other and the type business and technology represented at the meeting.

Presentation of the ProRETT project and why the project is relevant for you!

There will be a possibility to briefly make presentations of interest to receive support for the technology transfer process or the investor readiness challenge.

Presentation of a few relevant examples of RTD projects in the commercialization phase.

Introduction to the changes in the Energy sector following the “unbundling” of the energy sector, and discussion of influences of the raising energy prices on feasible technologies.

Smart technological solutions do not per se excite industries or investors – what excites are smart and efficient solutions to recognized problems. A short introduction to the “blue ocean” strategy is presented with relevant examples.

Technology transfer via licence and company creation is different “animals”. The differences will be explained.

The participants will be brought to understand what really excites both industries and investors, and to understand the major barriers for catching significant interest.

This session will provide a “behind the scene” view and allow the participants to better understand the reasoning behind investor behaviour.

The SAT-Pro tool will be used to illustrate the most important elements of a business plan and the role of the investment summary. The presentation will also include a brief on financial calculations and how investors value investment opportunities.

Discussion on how the ProRETT team can assist in partnership building. How SAT-Pro can help to prepare for negotiation with industries and investors will also be discussed.

The “wrap-up” session will open for individual consultations and networking

The Technology transfer and Investor readiness Master Class will be conducted by Uffe Bundgaard-Jørgensen, CEO of Mermaid Venture which is partner in the ProRETT project. He has originally developed the InvestorNet “Investor readiness” Master Class concept, and he has also developed the on-line Business plan Self-Assessment tool SAT-Pro . The InvestorNet MasterClass concept has already been successfully implemented at sessions in Austria, Italy, Estonia, Latvia, Belgium, Poland and Denmark. SAT-Pro has already been used by more than 200 entrepreneurs throughout Europe. The Technology transfer and Investor readiness Master Class is an adoption of the InvestorNet MasterClass concept to the ProRETT Training package.

CEO and Network Manager



Uffe Bundgaard-Jørgensen, Ph.D. in economics and operations research from University of Copenhagen and Danish Technical University 1974. MA, economics (cand. polit.) 1970, University of Copenhagen,. 1970-1975 Senior Consultant, Hoff & Overgaard, Planning Consultants. 1975-1979 Research Director, County and Local Authority Research Institute of Denmark (AKF). 1979-1988 Managing Director, KOMGAS I/S (Regional Danish Natural Gas Companies). 1988-1999 Managing Director, Danish Venture Finance A/S. From 2000 and onwards CEO, Mermaid Venture Consult Aps. 2002-2003 also CEO of Brabo Ventures/Gate2Growth.com.

He has lectured in Economics for many years at the University of Copenhagen, and worked as a consultant for the World Bank and DANIDA in South America, Asia and Africa. He was member of the Board of Directors of EVCA (European Venture Capital Organization) for a number of years, and member of the Board of Directors of more than 30 private companies in Denmark and the USA. Since 2000 he has been advisor to the Danish International Investment Funds.

In 2004 he was appointed as Chairman of the Danish Energy Regulatory Authority by the Minister of Trade and Energy.