Online Workshop on
Technopreneurship for Developing Countries

“Innovation and Commercialisation: From Laboratory to Market”

26 & 27 August 2020
Online | Malaysia (GMT+08:00)
INTRODUCTION

In a society based on knowledge; science, technology and innovation are important factors that will spur national development and corporate competitiveness. As a result, governments of various countries around the world are becoming involved in technology innovation with a keen interest and active involvement in technology commercialisation.

They have also recognised the need to increase not just the commercialisation activity but also the commercialisation success rate in order to strengthen its national science and technology competitiveness. However, transitioning technology out of an academic laboratory requires different skill sets and knowledge than undertaking research does, and that these skills and expertise are much more common in a start-up environment than an academic one.

Considering the need for capacity building in this area, the International Science, Technology and Innovation Centre for South-South Cooperation under the auspices of UNESCO (ISTIC) in collaboration with Malaysian Technology Development Corporation (MTDC) announce the organisation of an Online Workshop on Technopreneurship for Developing on 26 & 27 August 2020 to provide opportunities to interested people active in technology management and also researchers of universities and institutes of developing countries to develop their skills and knowledge in technopreneurship.

WORKSHOP OBJECTIVES

Upon the completion of the workshop; participants will be able to:

1. Appreciate the journey of R&D from lab to market
2. Comprehend the mindsetting of a market-driven researcher
3. Recognize the importance of the art of science communication to the public particularly investors and entrepreneurs
4. Understand the market validation process through the Value Proposition Canvas

WHO SHOULD ATTEND

This is an excellent program for:

i. Potential entrepreneurs, business unit leaders, and innovation officers looking to develop a business plan, product or service in technology related fields.
ii. Scientists, Engineers, Inventors seeking ways to develop an invention into a viable business.
iii. Government officials and policy makers engaged in the promotion and implementation of technopreneurship development programmes.
PARTICIPANTS

About 30 participants from developing countries and Malaysia are expected to participate in this online workshop. The varied background of the participants will allow for exchange of knowledge, ideas and experiences as well as opportunities for networking and collaboration.

SUBMISSION OF APPLICATIONS

Applicants from other Developing Countries and Malaysia are urged to use online application. The link of online application form can be accessed from the website www.istic-unesco.org.

Participants’ online application form:
Link: https://forms.gle/rM5TWpws9YdTVoQdA [google forms]

A registration fee of USD100 will be collected from each participant.

CLOSING DATE OF APPLICATIONS

All applications should be submitted to ISTIC secretariat before 15 August 2020.

ISTIC will inform the successful applicants not later than 21 August 2020. Applicants who do not receive any notification within this date are considered unsuccessful.

SECRETARIAT & ENQUIRIES

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# TENTATIVE PROGRAMME

### Day 1: 26 August 2020 (Wednesday) | Malaysia (GMT+08:00)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:55 – 09:10</td>
<td>Programme Registration &amp; Welcome by the Coordinator</td>
</tr>
<tr>
<td>09:10 – 10:10</td>
<td>Lab to Market – The Journey</td>
</tr>
<tr>
<td>10:10 – 10:30</td>
<td>Programme Break</td>
</tr>
<tr>
<td>10:30 – 11:10</td>
<td>Lab to Market – Challenges, Tips and Tricks</td>
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<tr>
<td>11:10 – 12:05</td>
<td>Lab to Market – Mindsetting of a Researcher</td>
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<tr>
<td>12:05 – 12:10</td>
<td>Programme Break</td>
</tr>
<tr>
<td>12:10 – 13:10</td>
<td>Lab to Market – Mind Mapping R&amp;D Journey</td>
</tr>
<tr>
<td>13:10 – 13:30</td>
<td>• Address by ISTIC</td>
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<tr>
<td></td>
<td>• Address by UNESCO</td>
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<td>• Wrap-up by the Coordinator</td>
</tr>
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End Day 1

### Day 2: 27 August 2020 (Thursday) | Malaysia (GMT+08:00)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:55 – 09:00</td>
<td>Programme Registration &amp; Welcome by the Coordinator</td>
</tr>
<tr>
<td>09:00 – 10:00</td>
<td>Lab to Market – Ideation Process</td>
</tr>
<tr>
<td>10:00 – 10:20</td>
<td>Programme Break</td>
</tr>
<tr>
<td>10:20 – 11:10</td>
<td>Lab to Market – Market Validation: Refining Ideas using Value Proposition Canvas</td>
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<tr>
<td>11:10 – 12:30</td>
<td>The Art of Science Communication</td>
</tr>
<tr>
<td>12:30 – 13:10</td>
<td>Marketing of Technology Based Inventions</td>
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<tr>
<td>13:10 – 13:15</td>
<td>Wrap-up by the Coordinator &amp; Conclusion</td>
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</tbody>
</table>

End of Programme

Version: 4 August 2020
INTERNATIONAL SCIENCE, TECHNOLOGY AND INNOVATION, CENTRE FOR SOUTH-SOUTH COOPERATION UNDER THE AUSPICES OF UNESCO (ISTIC)

ISTIC is an international organisation under the auspices of UNESCO and was established by agreement between the Government of Malaysia and UNESCO and by resolutions of the UNESCO General Conference at its session. As a UNESCO category 2 Science Centre, ISTIC’s activities are global and regional in scope and contributes to UNESCO’s strategic objectives, global and sectoral priorities.

ISTIC’s main objective is to increase the capacities for the management of science, technology and innovation throughout the developing countries by among others, fostering cooperation among governments, academia and industry in order to facilitate the transfer of knowledge between the public and private sectors and the development of well – planned and relevant knowledge based programmes and institutions in participating counties, developing networks and collaborative training programmes at international level, supporting the exchange of researchers, scientists and technologists among developing countries and facilitating the exchange and dissemination of information. ISTIC acts as international platform for south-south cooperation in science, technology and innovation and makes use of the network of the G77 countries plus China and the Organisation of the Islamic Conference (OIC).

Technoprenurship is one of ISTIC’s priority agenda and since its establishment ISTIC has organised 15 training workshops benefitting 427 participants from 52 countries.

Details on ISTIC is available at http://www.istic-unesco.org
UNESCO was founded on 16 November 1945. UNESCO functions as a laboratory of ideas and a standard-setter to forge universal agreements on emerging ethical issues. The Organization also serves as a clearinghouse – for the dissemination and sharing of information and knowledge – while helping Member States to build their human and institutional capacities in diverse fields. In short, UNESCO promotes international co-operation among its 193 Member States and six Associate Members in the fields of education, science, culture and communication. UNESCO is working to create the conditions for genuine dialogue based upon respect for shared values and the dignity of each civilization and culture.

This role is critical, particularly in the face of terrorism, which constitutes an attack against humanity. The world urgently requires global visions of sustainable development based upon observance of human rights, mutual respect and the alleviation of poverty, all of which lie at the heart of UNESCO’s mission and activities.

Details on UNESCO is available at https://en.unesco.org
MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION (MOSTI)

- 1976 – In 1976, in line with its new functions and responsibilities related to environmental issues, the Ministry’s name was changed to the Ministry of Science, Technology and Environment (MOSTE).
- 2004 – The Cabinet on March 27, 2004 has agreed to the restructuring of MOSTE and the Ministry’s name was changed to Ministry of Science, Technology and Innovation (MOSTI) in order to spearhead the development of National ICT, Multimedia and Innovation.
- 2007 – In 2007, the functions of Science and Technology were broken up according to the clusters of Biotechnology, ICT, Industrial, Sea to Space and Core Cluster of Science & Technology.
- 2016 – On October 3, 2016, MOSTI has been restructured to give more focus on promoting R&D and commercialization programs.
- 2018 – After the general election to 14 (PRU-14), the entire component of the Ministry of Science, Technology and Innovation (MOSTI), Green Technology and Energy Components from the Ministry of Energy, Green Technology and Water (KeTTHA) and related components of Climate Change and Environment from the Ministry of Natural resources and Environment (NRE) has been restructured and formed the Ministry of Energy, Science, Technology, Environment & Climate Change (MESTECC).
- 2020 – MESTECC has been restructured and its name has been changed to the Ministry of Science, Technology and Innovation (MOSTI) following the formation of the New Government Cabinet announced on March 9, 2020

Details on MOSTI is available at https://www.mosti.gov.my
The Malaysian Technology Development Corporation (MTDC), a company wholly-owned by Khazanah Nasional Malaysia, is in the business of Grant Management, Incubation, Advisory, and Nurturing Services. The company was established in 1992 to promote the commercialisation activities of research of local universities and research institutes.

MTDC has been the key player in technopreneurship, commercialisation and managing of Government funds since the 7th Malaysia Plan and it also has a well-established reputation as the key player in Malaysia in the promotion of technology-based companies and technopreneurs.

Throughout the years of operations, MTDC today has grown to a unique strength and has carved out its own niche as an integrated solution provider for technology transfer and commercialisation in Malaysia. Its complete ecosystem includes funding and investment initiatives; technology sourcing, validation and consultation on IP transfer; technology incubation and operational centres; nurturing and value added services; business, marketing and technical advisories; training and capacity building; entrepreneurship development programmes; and continuous internal and external networking.

Details of MTDC is available at https://www.mtdc.com.my