

The Alliance of Technology Transfer Professionals (ATTP)

Building Innovation Capacity with a Glocal Perspective

Cape Town Tech Transfer Week

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Chair, ATTP



3-Helix: The TT Dynamics



The Triple Helix

Government,
Industry and
Academia:

How they
differ from
country to
country

Policy and
Cultural
influence on
TT practices,
viz

Interaction,
Collaboration
and
Challenges

National Interests

International
Relations

and

Geopolitics

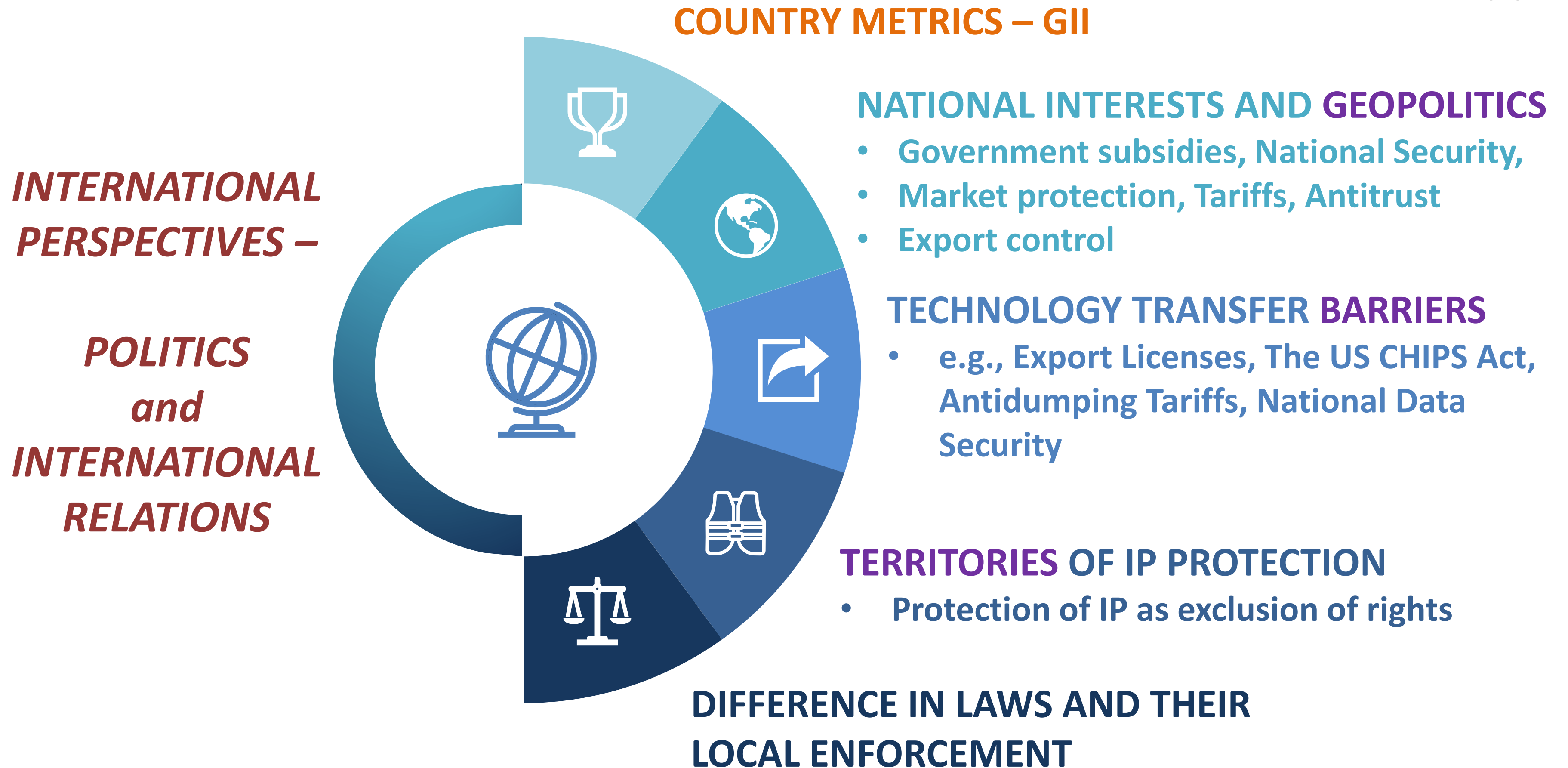
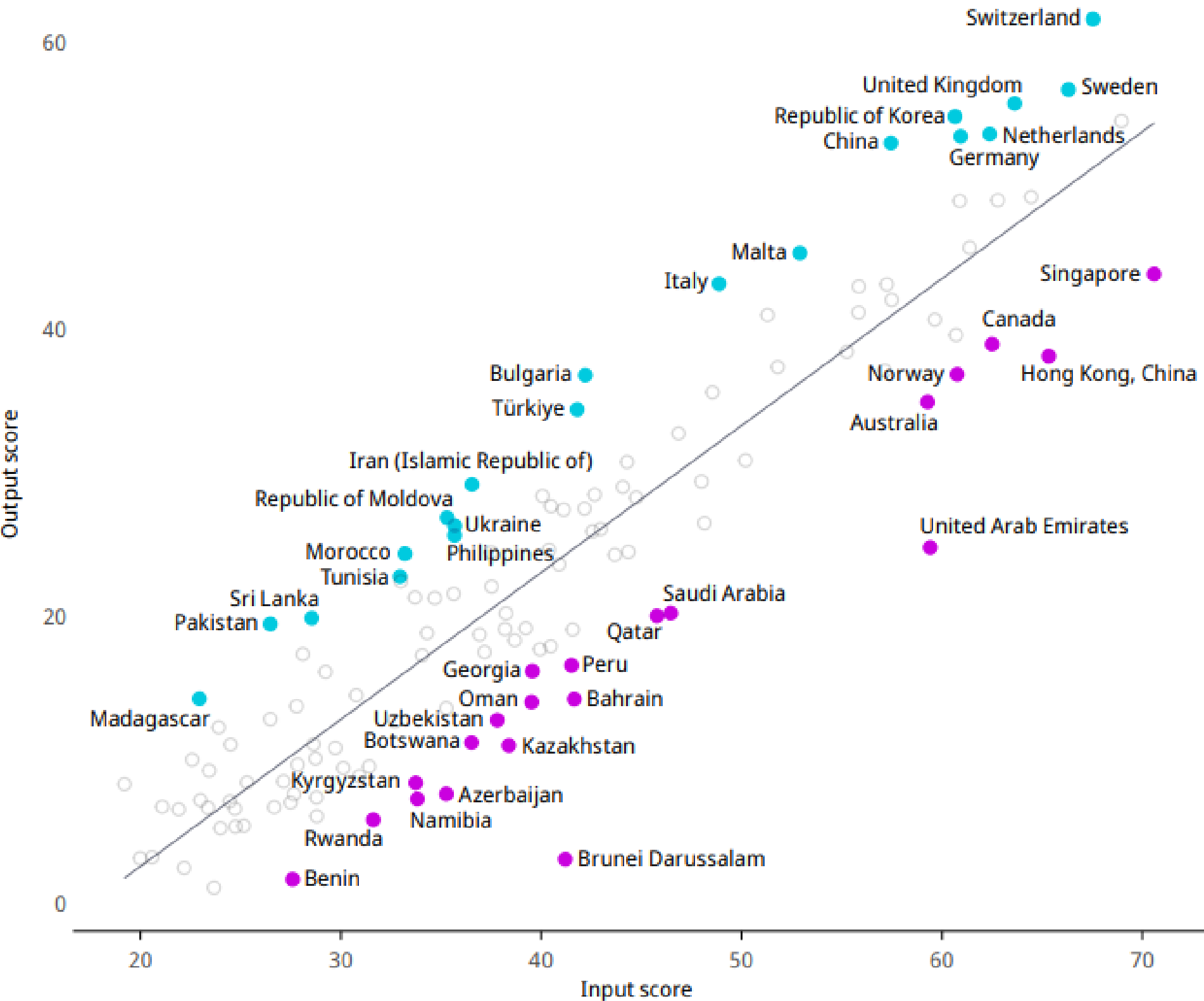
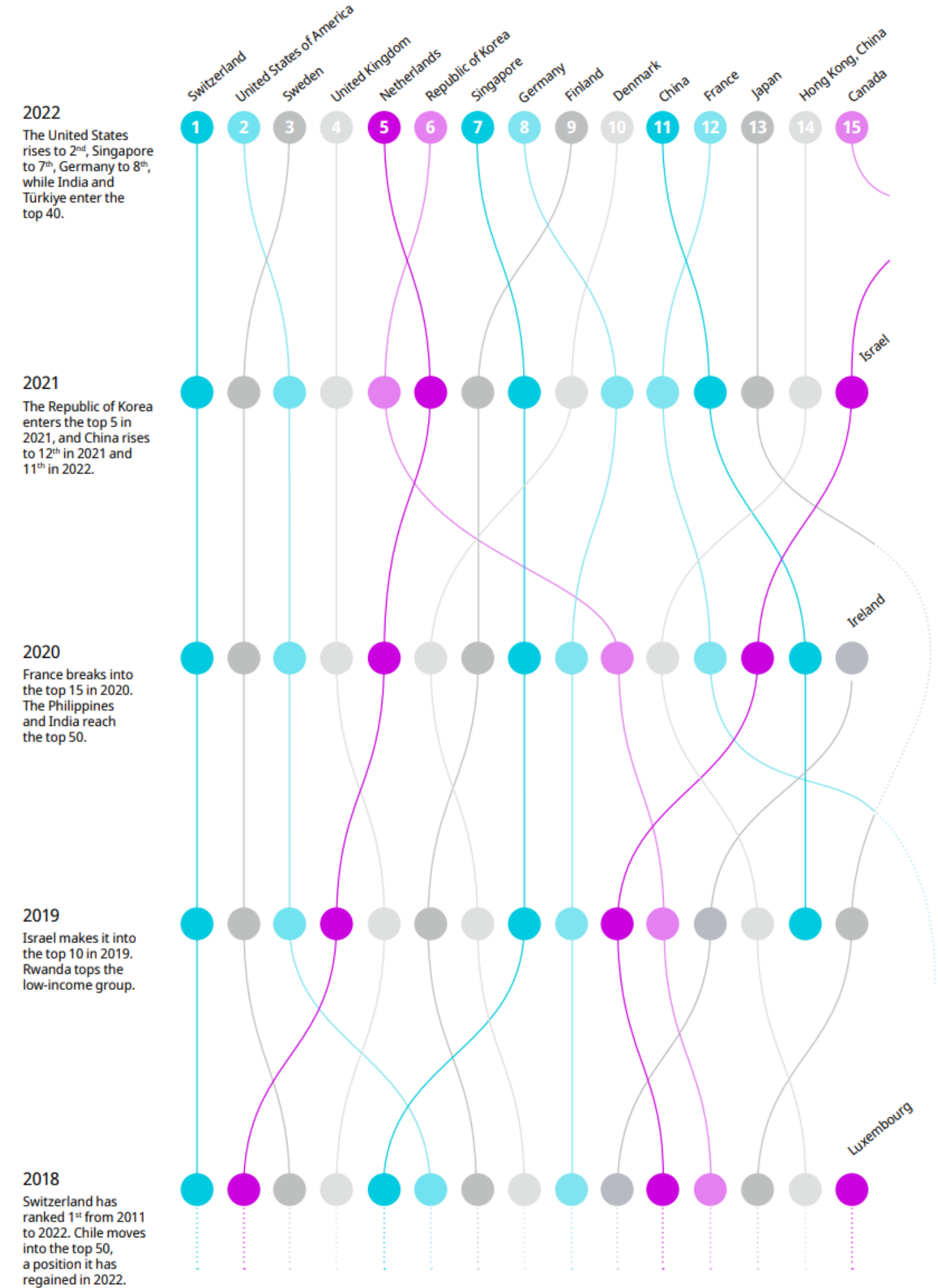


Figure 12 Innovation input to output performance, 2022



Source: Global Innovation Index Database, WIPO, 2022.

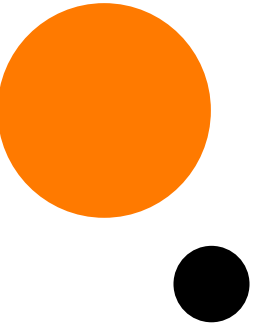


Global Ranking by country (2018-2022)

The Multiple Roles of TT Practitioners

05. —

Mission: Putting new knowledge and technology to use for societal and economic benefit



COMPLEX

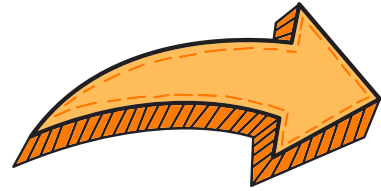
- » **Collaborate** [to transfer]
- » **Advance** [to move value towards certain directions]
- » **Impact** [to create value for benefits]

PROFESSIONAL VS. A PROFESSION

- » Standards of Behaviour – Code of Ethics
- » Career development

Technology transfer activities

- Patenting
- Licensing
- Materials transfer agreements
- Gap (proof of concept) funds
- Startup licensing
- Industry research funding
- Technology Development
- Startup formation
- Business development
- Economic development
- Venture development
- Marketing
- Innovations versus technologies
- Educational tools
- Training programs
- Clinical programs
- Apps and software
- Copyrighted materials
- Long term university-industry collaborations
- Non STEM fields
- Startup infrastructure



Capacity requirements

- Intellectual property
- Licenses
- Other legal contracts
- Issues relating to proprietary tangible materials
- Research funding mechanisms and regulations
- Consideration of startups and their needs
- Conflict of interest
- Project selection for gap funding
- Office administration
- Contract management
- Customer discovery (market research for technology development)
- Creating and developing startups (structure, financing, business models, survival, and growth)
- Developing internal startup

funding mechanisms

- Intellectual property management (internal)
- Local state and city politics
- Proactive interactions with industry
- Active marketing to stakeholders via dedicated staff
- Broader definition of the scope of what's transferable
- Broader definition of commercialization to include direct revenue generation
- Increasing focus on “app” culture and marketing
- Experience in startup needs
- Understanding industry drivers and needs
- Broader definition of what an innovation is and how it can benefit the university



- 12-year-old Alliance founded by 4 national tech transfer associations for developing standards and accreditation of TT professionals.
- 16 association members



KiwiNet

SYSTEMIC TT CAPACITY BUILDING – The Local People Factor

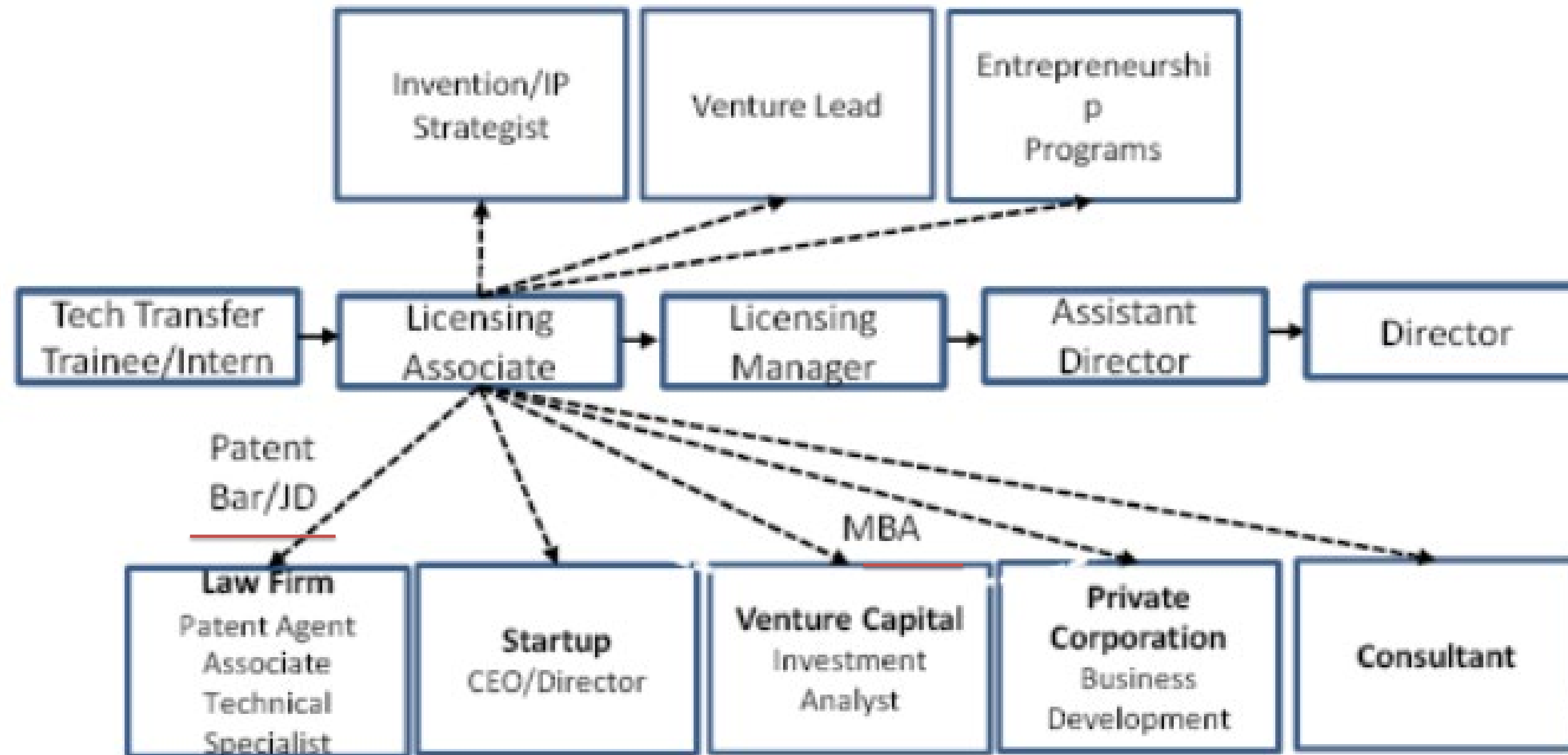
09. —

Innovation-based, Resource-driven, People-Centered 3-Helix Framework:

- Improved technology transfer practices
- Enhanced credibility
- Definitive career pathways
- Improved collaboration
- Adherence to ethical and responsible practices

Career Options for TT Professionals

10. —

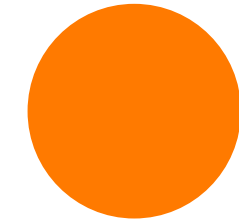


Source: AUTM: “A Career In Technology Transfer”

ATTP

Value Proposition

11.



01

Professional Recognition of individual practitioners

02

Strong Member Associations implicate strong ATTP

03

Two key domains:
(1) the profession and
(2) professional practitioner

04

Still, the Profession is ever changing in its manifestations in the Innovation and/or Economic Development System

Registered Technology Transfer Professionals (RTTP)

12. —

Global Recognition of TT Professionalism

- Career TT practitioners
- Traits and Competence in 5-6 attributes. Most importantly, demonstrated track record to achieve successful outcome in a **complex** KE/TT project for impact

Lifelong Learning

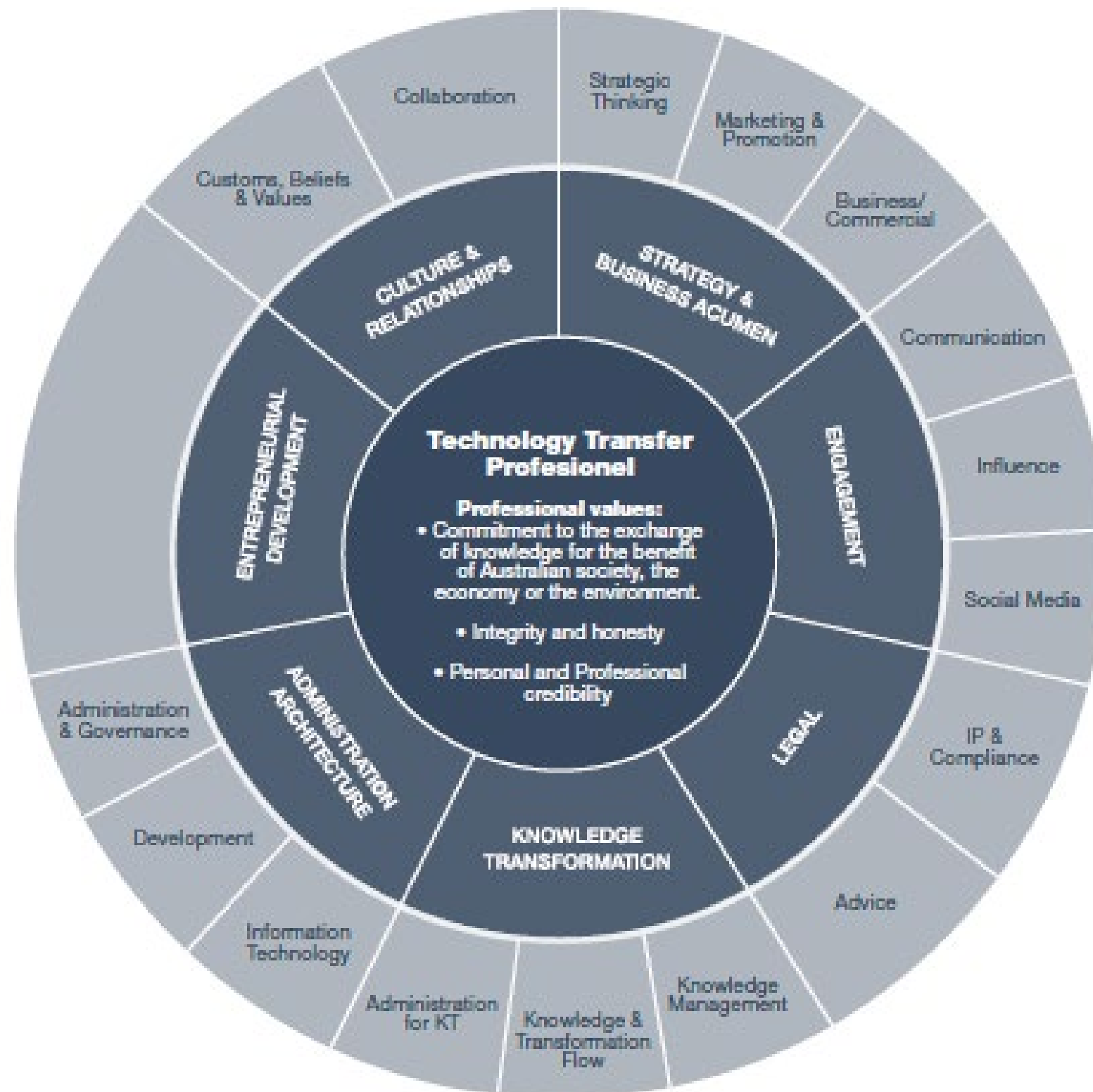
- Training (face-to-face and/or hybrid)
- Attending Association Conferences



KEY TT PROFESSIONAL ATTRIBUTES

13. —

EXAMPLE CAPABILITY FRAMEWORK FOR TECHNOLOGY TRANSFER PROFESSIONALS



ATTP

- Strategy and Business Insight
- Entrepreneurial Leadership
- Effective Engagement
- Legal and Technical Knowhow
- Governance and Project Management

PROFESSIONAL RECOGNITION

14. —

- You must be able to demonstrate that you have been in a relevant role for at least 3 years
- Perform your role independently - You must be able to demonstrate that you have applied your knowledge and skills to lead a **complex** KE/TT project

60 RTTP CE points / Mixed Mode

- Training (face-to-face and/or hybrid)
- Attending Association Conferences





RTTP certification demonstrates:

- High level of knowledge, experience, and competence in technology transfer
- Deep understanding of technology transfer processes, best practices, and legal and regulatory frameworks
- Commitment to ethical and responsible technology transfer practices

THANK YOU

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