

Basic Training Course in Intellectual Property Rights

Language: English, Ukrainian, Russian

It was developed on base of materials of the STCU Workshops and training sessions for Partnering Events participants and consists of the topics:

1. CD The Patent Process (*Eng & Ukr*)
 - Types of Intellectual Property
 - Types of Patent Applications
 - PCT
2. CD Patenting Procedures (*Eng & Ukr*)
 - Recording and reporting inventions
 - Tracking inventions
 - Patent Application
 - Assignments and Licenses
3. CD Licensing Issues (*Eng & Rus*)
 - Business evaluation of Intellectual Property and technology
 - Licensing strategy
 - Finding partner (licensee)
4. CD *Intellectual Property Journal (Ukr)*

Basic Training Course in Business Concepts

Language: English and Russian

It was developed for the STCU by certified trainers in cooperation with Business Link and S Promo training companies and consists of the following topics:

1. CD Turning Good Science into Good Business
 - Audit of Commercially Viable Assets
 - SWOT F&B analysis
 - Business Planning
 - Presentation
 - Sales Meeting
2. CD Strategy and Management Tools
 - Mission and Vision
 - Five Forces Analysis
 - Portfolio Management
 - Cost Management
3. CD How to Write a Business Plan
 - General Planning
 - Executive Summary
 - Objectives, Mission and Keys to Success
 - Organization Summary and Start-up
 - Products and Services
 - Strategy
 - Management
 - Cash Flow
4. CD Marketing
 - Marketing Plan

- Analysis of Actual Situation
- Segmentation and Marketing Mix
- Product Policy
- Price Policy

Video materials of the STCU Workshop Strategy of Intellectual Property Management

Alexandr Slobodyanyuk, Patent Attorney

Patenting Strategy and Commercialization of the results of scientific research

Iryna Kozharska, First Deputy Director of the State Enterprise “Ukrainian Institute of Industrial Property” (Ukrpatent)

Protection of inventions and utility models in Ukraine. Present situation and perspectives.

Valeriy Kutsevich, Patent Attorney

Commercial purpose of a Patent Application and main principles of its writing

Peter Melnik-Melnikov, STCU Senior Specialist

Effective practices of IP management: a view from NIS perspective

Oleg Zalozhenkov, STCU Patent Officer

Patent Support Program for the STCU Projects Participants

Vladislav Primiskiy, Director of Specialized Enterprise “Avtoecopylad”

From Idea to Technology Transfer: devices for ecological control of vehicles

Sergiy Petrenko, Director of Small Scientific Production Enterprise *Lileya*

Selling devices for nanomechanicronical applications abroad: STCU Patent Support Program in action

EFFECTIVE PRESENTATION SKILLS

Educational multimedia program on CD

Language: English and Russian

It is the first training addressing needs of a scientific researcher by analyzing practical situations and using real life case studies. Excellent visuals and printable manuals in both English and Russian have made the training a valuable tool for scientists participating in Road Shows, Conferences and Seminars within the STCU Partnership Program.

Section 1 – Visual Aids

Section 2 – Examples of poor presentation delivery

Section 3 – How to improve the Presentation

Section 4 - Examples of good presentation delivery

Section 5 – Presentation techniques

Section 6 – Preparation and delivery

Section 7 – Keeping to time

EFFECTIVE NETWORKING SKILLS

Educational multimedia program on DVD

Language: English and Russian

Networking Skills DVD will help scientists to get more benefit from networking events and to achieve business-related goals during networking situations. This DVD has become very popular among scientists due to the video illustrations which are diverse, dynamic, relevant and engaging. Here are some of the topics covered in the DVD:

Building Rapport
Cultural Differences
Body Language
Small Talk: Topics and Taboos
Networking Basics
How to be a Great Contact
Networking at Conferences

NEGOTIATION SKILLS FOR SCIENTISTS

Educational multimedia program on DVDs
Language: English and Russian

The double DVD training program provides a full and comprehensive training resource to the improvement and systematizing of Negotiation skills. It has incorporated new and very exciting interactive video choice elements, where viewers can select a multiple choice answer to see the corresponding video action resume, thereby showing the outcome of their response.

DVD 1- Negotiation Skills	DVD 2 - Advanced Negotiation Skills
Principles and Objectives	Effective Techniques
Examples of effective and ineffective negotiations	Tactics and Techniques
Preparation	Overcoming Obstacles
Process and Methods	Summary and Final Advice
Summary	