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|  | WIPO-E |
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| **Online Course** | |
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| WIPO/TISC/BGA/21/INF/1  ORIGINAL: English | |
| ORIGINAL:  English | |
| DATE:  January 25, 2021 | |

**Toolkit on Using Inventions in the Public Domain**

organized by

the World Intellectual Property Organization (WIPO)

and

the Superintendence of Industry and Commerce (SIC), Ministry of Industry, Commerce and Tourism, Colombia

**Online, February 25 to March 24, 2021**

Provisional Program

*Prepared by the International Bureau of WIPO*

Thursday, February 25, 2021

**Colombia time**

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| --- | --- | --- | --- |
| 13.00 – 13.30 | **Theme 1** | **Overview of course and evaluation** | |
|  | | | |
|  |  | Speakers: | Representative of WIPO |
|  |  |  |  |
| 13.30 – 14.00 | **Theme 2** | **Question and answers** | |
|  |  |  |  |
|  |  | Moderator: | Representative of WIPO |

Tool 1: New Product Development (NPD) Project Charter

Tuesday, March 2, 2021

Pre-class assignment: View on-line training videos, read background paper on biofuels, including the description of patents in the public domain that can be used, and the company profile

**Colombia time**

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| --- | --- | --- | --- |
| 13.00 – 13.30 | **Theme 1** | **Review of online materials** | |
|  | | | |
|  |  | Speaker: | Leah Speser, President, Foresight Science and Technology |
|  | | | |
| 13.30 – 14.45 | **Theme 2** | **Individual exercise** | |
|  | | | |
|  |  | *Using the provided company profile, identify possible weaknesses in available staff or lack of staff for NPD* | |
|  | | | |
|  |  | Speaker: | Leah Speser |
|  |  |  |  |
|  |  | Moderator: | Arendt Speser |
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Wednesday, March 3, 2021

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| 13.00 – 13.15 | **Theme 3** | **Introduction of the expert speaker** | |
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|  |  | Speaker: | Representative of national partner |
|  |
| 13.15 – 13.45 | **Theme 4** | **Experience from the field** | |
|  | | | |
|  |  | Speaker: | Expert speaker (Manager from a waste collection company that can speak on the methods and costs of collecting food and other waste for biofuels and any alternative uses they currently have for such waste) |
|  | | | |
| 13.45 – 14.30 | **Theme 4** | **Discussion and question and answer session** | |
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|  |  | Speakers: | Leah Speser  Expert speaker |
|  | | | |

Thursday, March 4, 2021

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| 13.00 – 14.30 | **Theme 5** | **Presentation and review of group assignment** | |
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|  |  | Speakers: | Participants |
|  | | | |
|  |  | Moderators: | Leah Speser  Arendt Speser |

Homework: Write a biofuels project charter

Tool 2: NPD Action Plan

Tuesday, March 9, 2021

Pre-class assignment: View on-line training videos, read how the anticipated product, a biofuel production system might work

**Colombia time**

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| --- | --- | --- | --- |
| 13.00 – 13.45 | **Theme 1** | **Review of online materials and homework** | |
|  | | | |
|  |  | Speaker: | Leah Speser, President, Foresight Science and Technology |
|  | | | |
| 13.45 – 15.00 | **Theme 2** | **Individual exercise** | |
|  | | | |
|  |  | *Read the “description of the invention” in the public domain patents and pick one that might work as a basis for a product concept* | |
|  | | | |
|  |  | Speaker: | Leah Speser |
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|  |  | Moderator: | Arendt Speser |
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Wednesday, March 10, 2021

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| 13.00 – 13.15 | **Theme 3** | **Introduction of the expert speaker** | |
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|  |  | Speaker: | Representative of national partner |
|  |
| 13.15 – 13.45 | **Theme 4** | **Experience from the field** | |
|  | | | |
|  |  | Speaker: | Expert speaker (Local entrepreneur who can discuss how his/her company conducted NPD) |
|  | | | |
| 13.45 – 14.30 | **Theme 4** | **Discussion and question and answer session** | |
|  | | | |
|  |  | Speakers: | Leah Speser  Expert speaker |
|  | | | |

Thursday, March 11, 2021

|  |  |  |  |
| --- | --- | --- | --- |
| 13.00 – 14.30 | **Theme 5** | **Presentation and review of group assignment** | |
|  | | | |
|  |  | Speakers: | Participants |
|  | | | |
|  |  | Moderators: | Leah Speser  Arendt Speser |

Homework: Develop a biofuels NPD action plan based on one of the patents in the public domain

Tool 3: Voice of the Customer

Tuesday, March 16, 2021

Pre-class assignment: View on-line training videos; be prepared to discuss how you could leverage existing contacts or find people in your community that could help you identify appropriate biofuels end-users and experts to talk with

**Colombia time**

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| --- | --- | --- | --- |
| 13.00 – 13.45 | **Theme 1** | **Review of online materials and homework** | |
|  | | | |
|  |  | Speaker: | Leah Speser, President, Foresight Science and Technology |
|  | | | |
| 13.45 – 15.00 | **Theme 2** | **Individual exercise** | |
|  | | | |
|  |  | *Conduct web research and identify at least one useful source for preparing for interviews and identifying potential end-users, customers, or experts to interview* | |
|  | | | |
|  |  | Speaker: | Leah Speser |
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|  |  | Moderator: | Arendt Speser |
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Wednesday, March 17, 2021

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| --- | --- | --- | --- |
| 13.00 – 13.15 | **Theme 3** | **Introduction of the expert speaker** | |
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|  |  | Speaker: | Representative of national partner |
|  |
| 13.15 – 13.45 | **Theme 4** | **Experience from the field** | |
|  | | | |
|  |  | Speaker: | Expert speaker (Government, NGO, or association official who tracks the biofuels industry in the country or region) |
|  | | | |
| 13.45 – 14.30 | **Theme 4** | **Discussion and question and answer session** | |
|  | | | |
|  |  | Speakers: | Leah Speser  Expert speaker |
|  | | | |

Thursday, March 18, 2021

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| 13.00 – 14.30 | **Theme 5** | **Presentation and review of group assignment** | |
|  | | | |
|  |  | Speakers: | Participants |
|  | | | |
|  |  | Moderators: | Leah Speser  Arendt Speser |

Homework: Identify your choices for 3 customers, 3 end-users, and 3 experts to interview; while doing so, identify what you feel are the best national trade associations, professional societies, and government agencies in which to seek interviewees

Training discussion and initial evaluation

Pre-meeting assignment: Feedback and evaluation survey

**Colombia time**

Wednesday, March 24, 2021

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| 13.00 – 13.45 | **Theme 1** | **Focus group discussion of videos (sound, image, structure of content, and pace)** | |
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|  |  | Moderator: | Representative of WIPO |

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| 13.45 – 14.30 | **Theme 2** | **Roundtable discussion of training approach, content, and style** | |
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|  |  | Moderator: | Representative of WIPO |

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