



REGIONAL TECHNICAL ASSISTANCE PROGRAMME

ORIGINAL: ENGLISH
DATE: MAY 10, 2022

ASPAC WOMEN INNOVATORS AND ENTREPRENEURS PROGRAMME: FROM HANDHOLDING TO EMPOWERING

organized by
the World Intellectual Property Organization (WIPO)

June: 1, 8, 15, 22 and 29, 2022

July: 6, 7, 13, 20, 21, 27, 28, 2022

August: 3, 4, 2022

Via Zoom

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Note: All Times are in Central European Time.

Wednesday, June 1, 2022

Webinar 1 Ideation to Impact: Research your Idea

15:30 – 15:35 p.m. **Introducing the Webinar Series and the Session**

15:35 – 16:00 p.m. **Session 1 IP – related Research**

- Where/how to find out if the idea already exists?
- What are the relevant internet databases to look into?

16:00 – 16:25 p.m. **Session 2 IP – related Research contd.**

- IP and technology databases

16:25 – 16:30 p.m. **Sneak Peek into the Next Webinar My idea is new. What next?**

Speakers: Asia-Pacific Division, Regional and National Development Sector, WIPO

TISC Development Section, IPID, IP and Innovation Ecosystems Sector, WIPO (TBC)

Wednesday, June 8, 2022

Webinar 2 Ideation to Impact: Early Protection Strategy

15:30 – 15:35 p.m. **Introduction to the Session**

15:35 – 16:00 p.m. **Session 1 The Do's at the Ideation stage: Have a new and valuable idea, what next?**

- Documenting an idea: Essentials of documentation
- Reasoning, brainstorming, problem solving
- Validation of the idea
- Testing the value proposition

16:00 – 16:25 p.m. **Session 2 The Don'ts at the ideation stage: Caution**

- Being stuck up on the originality of an idea.
- Analogy thinking: avoid reinventing the wheel
- Maintaining secrecy: When is it too much?

16:25 – 16:30 p.m. **Sneak Peek into the Next Webinar Self-Assessment of IP**

Speakers: Ms. Claire Shapiro, Design Strategist, Invitae

IP for Innovators Department, IP and Innovation Ecosystems Sector, WIPO (TBC)

Wednesday, June 15, 2022

Webinar 3 Ideation to Impact: Early Protection Strategy with IP

- 15:30 – 15:35 p.m. **Introduction to the Session**
- 15:35 – 16:00 p.m. **Session 1** **Determining the Competitive Edge: Intellectual Property**
- Exploring and identifying the IP component at an early stage
 - Innovation without IP? What are the risks?
- 16:00 – 16:25 p.m. **Session 2** **Self-Assessment IP Tool**
- Introducing IP Diagnostics
- 16:25 – 16:30 p.m. **Sneak Peek into the Next Webinar** **When the fear of idea being stolen is barrier to innovation**
- Speaker: IP for Business Division, IP and Innovation Ecosystems Sector, WIPO (TBC)

Wednesday, June 22, 2022

Webinar 4 Ideation to Impact: Ownership of Idea

- 15:30 – 15:35 p.m. **Introduction to the Session**
- 15:35 – 16:00 p.m. **Session 1** **The Do's and Don'ts of Disclosure of information**
- Need validation/feedback on my idea: but don't want it to be stolen
 - Pitching a business idea: How to safeguard it?
 - Pitching an invention: How to protect it?
- 16:00 – 16:25 p.m. **Session 2** **Cont'd.**
- My business idea involves third parties (potential suppliers; external designers; brand builder): Should I make use of confidentiality & non-disclosure agreements?
- 16:25 – 16:30 p.m. **Sneak Peek into the Next Webinar** **The power of business name; the extra power of trademark**
- Speakers: Ms. Claire Shapiro, Design Strategist, Invitae
- IP for Business Division, IP and Innovation Ecosystems Sector, WIPO (TBC)

Wednesday, June 29, 2022

Webinar 5 Ideation to Impact: What's in a Name?

15:30 – 15:35 p.m. **Introduction to the Session**

15:35 – 16:00 p.m. **Session 1 Writing the Business Plan**

- Why is it important?
- Key components of a Business Plan

16:00 – 16:25 p.m. **Session 2 Choosing the right name for your business**

- The basics of getting a business name
- Business name vs trade name
- Trade name vs trademark

16:25 – 16:30 p.m. **Sneak Peek into the Next Webinar My idea already exists. What next?**

Speakers: Mr. Sumit Singh, Project Growth and Development Coach, Microsoft India Pvt. Ltd. and TEDx speaker

Policy and Legislative Advice Section,
Brands and Designs Sector, WIPO (TBC)

Wednesday, July 6, 2022

Webinar 6 Tapping into existing ideas/innovation: Firming up the objective of innovation

15:30 – 15:35 p.m. **Introduction to the Session**

15:35 – 16:00 p.m. **Session 1 Finding Analogous Industries**

- Pyramid search method to find analogous industries (Finding and using ideas from different industries in yours)

16:00 – 16:25 p.m. **Session 2 Technology Scouting: an innovation driving resource**

- Scouting for relevant supportive, missing technology, resources
- Tapping into external innovation: converting risk into opportunity
- Reducing costs, implementation time

16:25 – 16:30 p.m. **Sneak peek into the Next Webinar** Open Innovation and Cross-Industry collaboration: Combining internal and external resources for speeding up ideation to impact.

Speakers: Speaker from Oxentia Ltd.

TISC Development Section, IP and
Innovation Ecosystems Sector, WIPO (TBC)

Thursday, July 7, 2022

Webinar 7 Tapping into existing ideas/innovation: Developing a cost-resource effectiveness strategy

15:30 – 15:35 p.m. **Introduction to the Session**

15:35 – 16:00 p.m. **Session 1 Open Innovation and Cross-industry collaboration**

- Can an existing product/ technology be used to save resources? How?
- What if it is patent protected?
- Can I improve on a patent-protected product/technology?
- Constructive use of information in patent literature/existing patent applications

16:00 – 16:25 p.m. **Session 2 Competitors or potential partners?: Cross-Industry Collaboration to face up the competition**

- Collaborating with competitors, start-ups, or inventors to meet their needs as an industry
- Exploring, transforming, and exploiting cross-industry knowledge

16:25 – 16:30 p.m. **Sneak peek into the Next Webinar The Do's and Don'ts in Cross-Industry Collaboration**

Speakers: Speaker from Oxentia Ltd.

IP for Innovators Department, IP and Innovation Ecosystems Sector, WIPO (TBC)

Wednesday, July 13, 2022

Webinar 8 Tapping into existing ideas/innovation: The Do's and Don'ts in Cross-Industry Collaboration

15:30 – 15:35 p.m. **Introduction to the Session**

15:35 – 16:00 p.m. **Session 1 IP strategy to protect IP assets**

- Agreements on venture/project ownership, of IP
- Types of agreement

16:00 – 16:25 p.m. **Session 2 Cont'd.**

16:25 – 16:30 p.m. **Sneak peek into the Next Webinar Contracts with third parties: key items to include, including IP.**

Speakers: Speaker from Oxentia Ltd.

IP for Innovators Department, IP and Innovation Ecosystems Sector, WIPO

Wednesday, July 20, 2022

Webinar 9 Market Research: The Target Consumer/Industry

15:30 – 15:35 p.m. **Introduction to the Session**

15:35 – 16:00 p.m. **Session 1 Feasibility Study**

- Is the development of the product/service realizable?
- Is there a (potential) demand for it?

16:00 – 16:25 p.m. **Session 2 Contd.**

- How to gather consumer needs/ preferences?
- Operational feasibility

16:25 – 16:30 p.m. **Sneak peek into the Next Webinar Revisiting the IP question**

Speakers: Mr. Sumit Singh, Project Growth and Development Coach, Microsoft India Pvt. Ltd. and TEDx speaker

Thursday, July 21, 2022

Webinar 10 Revisiting the IP question: IP Diagnostics

15:30 – 15:35 p.m. **Introduction to the Session**

15:35 – 16:00 p.m. **Session 1 IP Diagnostics Tool**

- IP Diagnostics Tool
- Developing an IP strategy: IP Strategy checklist

16:00 – 16:25 p.m. **Session 2 IP Strategy/ non-IP Strategy**

- Multiple IP assets: Simultaneous protection
- Still don't want an IP for product/invention/business name due to cost issue: What should be the protection strategy?
- Defensive disclosure/publication strategy: Merits and demerits

16:25 – 16:30 p.m. **Sneak peek into the Next Webinar Experimentation: Moving from Idea to Prototype**

Speaker: IP for Business Division, IP and Innovation Ecosystems Sector, WIPO

Wednesday, July 27, 2022

Webinar 11 Experimentation: From Idea to Prototype to Product/Service

- 15:30 – 15:35 p.m. **Introduction to the Session**
- 15:35 – 16:00 p.m. **Session 1 Bridging the gap between an idea and its working prototype**
- Benefits of developing a prototype
 - Things to note: Dating the details, drawings, plans.
- 16:00 – 16:25 p.m. **Session 2 Time-Cost effectiveness in Experimentation**
- What are the time and cost-efficient technologies for experimentation?
(Computer simulation; rapid prototyping)
- 16:25 – 16:30 p.m. **Sneak peek into the Next Webinar Time-cost effectiveness contd. Also introducing TTOs**
- Speaker: IP for Innovators Department, IP and Innovation Ecosystems Sector, WIPO (TBC)

Thursday, July 28, 2022

Webinar 12 Experimentation: From Idea to Prototype to Product/Service

- 15:30 – 15:35 p.m. **Introduction to the Session**
- 15:35 – 16:00 p.m. **Session 1 Bridging the gap between the prototype and its product/service**
- Pitfalls of spending too much time in overdesigning
 - How much of detailing is necessary?
- 16:00 – 16:25 p.m. **Session 2 Tying up with Technology Transfer Offices (TTOs)**
- 16:25 – 16:30 p.m. **Sneak peek into the Next Webinar Intellectual Property and Prototyping**
- Speakers: Asia-Pacific Division, Regional and National Development SectorI, WIPO
- IP for Innovators Department, IP and Innovation Ecosystems Sector, WIPO

Wednesday, August 3, 2022

Webinar 13 Experimentation (Cont'd.)

15:30 – 15:35 p.m. **Introduction to the Session**

15:35 – 16:00 p.m. **Session 1 Proof of Concept vs Prototyping vs MVP**

- Prototype vs Proof of Concept
- Prototype vs Minimum Viable Product (MVP)
- Which of the three should I go for?

16:00 – 16:25 p.m. **Session 2 IP and Prototyping contd.**

- Patent or Prototype? What comes first? Pros & cons.
- Patent or Trade Secret?

16:25 – 16:30 p.m. **Sneak peek into the Next Webinar Avoiding IP leaks at Prototyping Stage**

Speaker: Patent and Technology Law Division,
Patents and Technology Sector (TBC)

Thursday, August 4, 2022

Webinar 14 Experimentation: Avoiding IP leaks at Experimentation Stage

15:30 – 15:35 p.m. **Introduction to the Session**

15:35 – 16:00 p.m. **Session 1 Avoiding IP leaks**

- Confidentiality agreements
- Non-Disclosure Agreements: Are they worth it?
- What if potential investors/partners/associates don't sign it?

16:00 – 16:25 p.m. **Session 2 Failure at Experimentation**

- Failure as Ace in the Hole

16:25 – 16:30 p.m. **Wrapping up Webinar Series 1 Announcing the next steps**

Speakers: Patent and Technology Law Division,
Patents and Technology Sector

Ms. Yendi Amalia, Wordsmith Group

Asia-Pacific Division, Regional and
National Development SectorI, WIPO

End of series

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