

UTM-SRI Venture Readiness Program 2013 Session February

Introduction

Collaboration between Universiti Teknologi Malaysia and SRI International (formerly known as Stanford Research Institute) starts with initial discussion on potential partnership back in the middle of 2010. After series of discussions and meetings between both parties, a program named UTM-SRI Venture Readiness Program had been developed. This program was officially launched in April 2011 by UTM Vice Chancellor, Prof. Dato' Seri Ir. Dr. Zaini Bin Ujang.

Need

The main objective of UTM-SRI Venture Readiness Program is to make Innovation and Commercialization as a culture in UTM, coherent with our tagline:

innovative • entrepreneurial • global

Approach

For 2013, first session of the program starts in February with its content as below:

Feb (JB)	4	5	6	7	8
Program	CEO Training	Value Creation Advisor	5 Discipline of Innovation & Business Terms Workshop		
Venue	Seminar Room, ICC UTM	Seminar Room, ICC UTM	Pulai Desaru Beach Resort		

A brief description of each program:

1. **CEO Training** meant to help UTM spin-off CEOs understand what it takes to start and run a business, understand the responsibilities they have to the company's Board of Directors, and provide mentoring for their specific companies from Silicon Valley experts.
2. **Value Creation Advisor (VCA)** sessions provide UTM project Champions and their teams with valuable feedback and individual mentoring from Silicon Valley experts.
3. **SRI's Five Disciplines of Innovation & Workshop Business Terms Workshop (5DOI & BTW)** which provides UTM personnel with a common language and framework for innovation and developed specifically for UTM to familiarize researchers with the terminology and models used in business.

This program was conducted by SRI International experienced personnel:- Brian Engleman, Janet Gregory and Philip Whalen.



Opening remarks during the CEO Training by SRI International facilitator, Janet Gregory



Mamoun presenting his product during Value Creation Advisor



Dr Yeong's one-on-one coaching session with SRI International panelist during Value Creation Advisor



First day of 5 Discipline of Innovation & Business Terms Workshop held at Pulau Desaru beach Resort & Spa



One 5 Discipline of Innovation & Business Terms Workshop group activity



Group photo during 5 Discipline of Innovation & Business Terms Workshop held in Pulau Desaru Beach Resort & Spa

Benefits

Total of 14 participants participate in the first ever CEO Training. 2 participants (Dr Yeong Che Fai & Mr Mamoun Mohamad Jamous) had successfully received a minimum of 2 hours, one-on-one coaching with SRI International personnel during Value Creation Advisor. For 5 Discipline of Innovation & Business Terms Workshop, an impressive number of 23 participants, consist of representative/s from UTM Centres of Excellent, successfully completed the three days training program.

Competition

Undoubtly, there are many inovation trainings been organized by outside parties but the strength of UTM-SRI Venture Readiness Program is that it was shaped and sclupted exactly based on inputs and requirements made by UTM to SRI International, made it perfect for UTM staffs as well as students.

Closing

This program was believed (by both, UTM & SRI International) to be the most suitable platform for UTM & SRI International to collaborate for the betterment of UTM, especially in the field of Innovation & Commercialization. Those who haven't been through this program, you are more than welcome to join in. The next session will be in April as below details;

April (KL)	8	9	10	11	12
Program	5 Discipline of Innovation & Business Terms Wokshop			Value Creation Advisor	

April (KL)	15	16	17	18	19
Program	Venture Plan Essential Boot Camp				