



The 6th Biennial Conference of Israel's Technology Transfer Organization

APPLIED SCIENCE OF INNOVATION

October 25, 2021 | David Intercontinental Hotel, Tel Aviv

The Israel Tech Transfer Network, ITTN, is pleased to invite you to ITTN's 6th biennial conference. Over the last year, ITTN members joined the medical, social and business community's enormous global effort to fight the COVID-19 pandemic. We are pleased to report numerous developments and innovation, initiated in the Israeli academic institutions and hospitals that are contributing to the effort to contain and even cure COVID-19.

As evident from ITTN's 2019 report, the 166 technology transfer professionals acting for ITTN's 15 members produced a remarkable deal flow with ~ 500 license and option agreements, 74% of these with local Israeli companies and entrepreneurs. Our members' commercial activity highlights acceleration, incubation and venture creation activities at a very large scale.

Concurrently with ITTN's mission to maintain and enhance our members' contribution by developing our professional capacities and generating novel best practices, this year conference is dedicated to our professional staff, experts and partners in all disciplines.

Come join us for a wonderful selection of professional workshops in business development, IP management, legal and finance as well as a unique opportunity to get a flavor of the practical uses of systematic inventive thinking.



Conference Co-Chairs:



Tamar Raz, PhD

Tamar Raz is the CEO of Hadasit, the Technology Transfer Company of Hadassah Medical Organization in Jerusalem.

Prior to joining Hadasit, Tamar served as VP Marketing and Strategy at Ramot, the Technology Transfer Company of Tel Aviv University, and was responsible for the company strategic alliances, marketing activities and commercialization.

Tamar managed the establishment and served as CEO of Allergene, an Israeli start-up company that was founded as an incubator project. Tamar's PhD and MSc were earned in Cell Biology from Tel Aviv University School of Medicine.

Expertise include; commercialization of medical technologies from the academic/ laboratory bench to the industry in order to turn ideas into viable products and services; establishment and management of corporate and academic relationships, pre-clinical development operations; raising funds including investment of venture capital, corporate collaborations, contractual research relationships and government grants.



Keren Primor Cohen

Keren Primor Cohen is the CEO of Ramot, the Technology Transfer Company of Tel-Aviv University.

Keren is responsible for the management and commercial development of all technologies and intellectual property arising from TAU research and innovation initiatives. This includes industry liaison, IP management, business development, technology commercialization, and the formation of startups around TAU technologies.

Keren is also the Managing Partner of Momentum Fund, a \$24M fund that invests in early stage promising innovative technologies from TAU, and serves as a Board Member at various TAU start-ups. Keren also serves as a board member at TAU Ventures, a subsidiary of Ramot, and an accelerator that invests in early, highly innovative startups that have been founded by undergraduates and graduates of TAU.

Keren is also a member of the National Committee for Research and Development for Academic and Industry Relations. Keren holds a B.A. in Economics and LL.B. and LL.M., all from Tel Aviv University, and has been a member of the Israeli Bar Association since 2000.

The 6th Biennial Conference of Israel's Technology Transfer Organization

Guest Speaker



Dr. Simon S. Litvin,
CEO/President, GEN TRIZ, USA, PhD, TRIZ Master



Dr. Simon Litvin is one of the world's foremost experts on innovation methodology, including TRIZ, Value Engineering, Six Sigma, etc. He has more than 40 years of experience developing, teaching, and implementing innovative methods.

Dr. Litvin is one of the architects of advanced TRIZ methodology - GEN TRIZ. Dr. Litvin is one of the authors of modern Function Analysis, Trimming and Feature Transfer techniques, Cause-Effect Chain Analysis, Function-Oriented Search, and Main Parameters of Value Discovery.

Dr. Litvin is the founder and CEO/President of GEN TRIZ, LLC the biggest TRIZ-based company in the world. Dr. Litvin led numerous international consulting projects for Fortune 500 companies such as Alcoa, British American Tobacco, Clorox, Colgate-Palmolive, General Electric, Intel, Kimberly-Clark, Mars, Novartis, GSK, Pepsi, Owens-Illinois, P&G, Siemens, Tyco, and Unilever.

Dr. Litvin has over 110 publications to his credit, including 7 books and more than 30 patents. Dr. Litvin is a Vice President R&D of International TRIZ Association (MATRIZ) and Chairman of TRIZ Master Certification Board. He is also a member of Altshuller Institute for TRIZ Studies and European TRIZ Association (ETRIA).

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CONFERENCE PROGRAM

08:00-09:00 Registration and Reception

09:00-09:30 Welcome and Introductory Remarks

Dr. Tamar Raz, PhD., CEO, Hadasit Medical Research Services and Development Ltd., ITTN Co-chair

Keren Primor Cohen, CEO, RAMOT at Tel Aviv University Ltd., ITTN Co-Chair

Dror Bin, CEO, Israel Innovation Authority

Prof. Dr. Otmar D. Wiestler, President of Helmholtz Association of German Research Centers e.V.

Karin Mayer Rubinstein, CEO and President, Israel Advanced Technology Industries (IATI)

09:30-11:00 Concurrent TTOs Professional Workshops:

Workshop A: Business & Negotiation for Effective Collaboration with Academia

Moderator: Keren Primor Cohen, CEO, RAMOT at Tel Aviv University Ltd., ITTN Co-Chair

Workshop B: Patents & Innovations for Leveraging our Ecosystem

Moderator: Eran Bareket, Partner, Head of Legal Practice, Gilat, Bareket & Co., Reinhold Cohn Group

Workshop C: TTO Financial Management 2021

Moderator: Sharon Adler, Chief Financial Officer, RAMOT at Tel Aviv University Ltd.

Workshop D: Hot Legal Issues

Moderator: Yael Baratz, Senior Partner & Chair of the Corporate & Licensing Group, Pearl Cohen

11:00-11:30 Coffee Break

11:30-13:00 GEN TRIZ Workshop Part I – Basics of Pragmatic Innovation

Simon S. Litvin, Ph.D., TRIZ Master, Chief Executive Officer/President, GEN TRIZ

13:00–14:00 Lunch

14:00-15:30 GEN TRIZ Workshop Part II – Active Learning

Simon S. Litvin, Ph.D., TRIZ Master, Chief Executive Officer/President, GEN TRIZ

15:30-16:00 **Keynote Speaker: Academia Industry Tango – Lessons from the Past and Vision into the Future**

Dov Moran, Managing Partner, Grove Ventures

16:00-16:30 Closing Remarks

Dr. Tamar Raz, PhD., CEO, Hadasit Medical Research Services and Development Ltd., ITTN Co-chair

Keren Primor Cohen, CEO, RAMOT at Tel Aviv University Ltd., ITTN Co-Chair

**The program is subject to changes.*

***English is the official conference language.*



Conference information and registration:
052-444-2821 | congress@stier-group.com