CINPAA | INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

سينبا | التعاونية الدولية للتدريب والاستشارات



Training programme:

Technology Based Business Development

Delivered in several cities and dates

OUR INTERNATIONAL PARTNERS:

ISDE Law Business School — *Higher Institute of Law and Business (ISDE)*

Professional Development Institute — *Professional Development Institute*

Universidad Camilo José Cela — *Camilo José Cela University*

SEK EDUCATION GROUP

ISO 29993:2017 Learning services for non-formal education and training

ISO 9001:2015

Technology Based Business Development

About the programme:

Technology Based Business Development. ©⃣ Learning outcome: The course gives a an introduction to applicable theories and techniques for commercialiaztion of knowledge and technology. Course Objectives: This course covers the essential knowledge for technology Based Business Development. The course provides an action-oriented perspective on developing new, technology-based business ideas. The course's theoretical foundation builds on market orientation and a resource-based view. Emphasis is on different go-to-market strategies, business models, intellectual assets, valuation and financing,

Objectives:

Developing participants' skills, knowledge, values and professional approaches in:

a. This course covers the essential knowledge for technology Based Business Development.

b. The course provides an action-oriented perspective on developing new, technology-based business ideas.

c. The course's theoretical foundation builds on market orientation and a resource-based view. Emphasis is on different go-to-market strategies, business models, intellectual assets, valuation and financing, and on relationships and networks.

d. An underpinning premise is that speed is both the end and the means to the end for technology commercialization.

e. Competencies gained in the course:

f. After completing this course, the participant will be able to contribute significantly to a team effort aimed at creating new, knowledge-based business, either as an innovation in an existing organization or by forming a new venture.

g. The participant will have a broad understanding of the different aspects involved and their interdependencies, will be capable of gathering relevant information and perform applicable analyses on the different aspects, and will be able to offer and defend recommendations for strategic direction, tactical priorities, and short term actions.

h. Learning methods and activities

i. Lectures and mandatory assignments.

j. Compulsory assignments

k. Exercises

Target audience:

a. Business development managers in technology-based organisations.

b. Product and innovation managers assessing new commercial opportunities.

c. Entrepreneurs preparing technology-based business models.

Daily programme:

• Day 1: Perspectives and methods of technology commercialisation

a. Perspectives and methods of technology-based commercialisation

b. Market orientation and the resource-based view as foundations

c. Speed as both the goal and the means in technology commercialisation

d. Innovation in existing organisations compared with new ventures

e. Case study: tracing how a research-based technology reached its first market

f. Day output: commercialisation pathway for a selected technology

- **Day 2: Teams, funding and value proposition**

a. Building teams with the technical and commercial skills required

b. Funding options for technology ventures at different stages

c. Defining a value proposition based on customer needs

d. Using digital tools and data to validate customer demand quickly

e. Workshop: drafting and testing a value proposition for a technology idea

f. Day output: value proposition and funding needs summary

- **Day 3: Business modelling and go-to-market strategies**

a. Business models for technology-based products and services

b. Go-to-market strategies and the choice of first target segments

c. Platform, subscription and data-driven models in digital businesses

d. Valuation of early-stage technology ventures and its assumptions

e. Workshop: building a business model and go-to-market plan for a venture

f. Day output: business model canvas with go-to-market plan

- **Day 4: Intellectual assets, licensing and negotiation**

a. The roles of patents and other intellectual assets in commercialisation

b. Licensing as a route to market and its main terms

c. Support actors, relationships and networks in the innovation system

d. Value-creating negotiations with partners, investors and licensees

e. Workshop: negotiation exercise on a technology licensing agreement

f. Day output: intellectual asset and licensing strategy

- **Day 5: Applied case study and strategic recommendations**

a. Applying AI and data analytics to market sizing and opportunity screening

b. Gathering information and analysing the interdependent business factors

c. Recommending strategic direction, tactical priorities and short-term actions

d. Defending recommendations to a review panel of peers

e. Case study: full commercialisation plan for a technology-based business idea

f. Day output: presented and reviewed commercialisation plan

Training methods and certificates:

Our programmes are built on modern pedagogy that combines theoretical knowledge with practical application, in line with participants' needs and the demands of the workplace. Methods include:

· **Interactive workshops:** analysis of real data and group discussions that strengthen practical understanding.

· **Case studies:** examples from international organisations that highlight real successes and challenges.

· **Realistic simulations:** participants train through professional scenarios that mirror real situations requiring

decisions and situation management.

· **Advanced tools and technologies:** hands-on practice with up-to-date training software and tools suited to each field.

Certificates:

On successful completion, participants receive a certificate issued by CINPAA, a training institute officially registered in the European Union, Spain and the United Kingdom.

CINPAA - Cooperative International for Training and Consulting

Our programmes are delivered within academic and professional partnerships, cooperation agreements and memoranda of understanding with a number of academic and professional institutions, including:

- **Camilo José Cela University - Spain**
- **ISDE - Law & Business School - International**
- **Professional Development Institute - United Kingdom**

These partnerships aim to exchange expertise, develop training content and raise programme quality in line with international best practice.

Kind regards,
International Programmes Department
"CINPAA" INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

Course details and registration

Course Details | Registration

Programme	**Technology Based Business Development**	Course Title
Language	**English**	Course Language
Duration	**5 days**	Duration
Venue	**Several cities and dates – see the table below**	Venue
Financial offer	**Sent separately, according to the number of participants and the delivery conditions.**	Financial Offer

Registration and confirmation:

To register, please use one of the following:

a. Complete the programme request form on our website.

b. Or send an email from your training department.

c. Or a nomination letter from your organisation.

Send your confirmation by:

Email	info@cinpaa.org
WhatsApp	+34 635 867 686

Our team is ready to advise on accommodation and logistics before and during your stay.

Planned programme dates:

City	Dates
Madrid, Spain	30 Nov - 04 Dec 2026
Madrid, Spain	08 - 12 Feb 2027
Barcelona, Spain	10 - 14 May 2027
London, United Kingdom	09 - 13 Aug 2027
Cairo, Egypt	08 - 12 Nov 2027

The programme can be delivered in other cities and on other dates to suit your organisation, at the length you need. The cities are listed on the last page.

سينبا التعاونية الدولية للتدريب والاستشارات | CINPAA – International Cooperative for Training & Consulting

Europe office: Calle Echegaray N6, 28014 Madrid, Spain

UK office: 12th floor, Marble Arch Tower, 55 Bryanston Street, London, UK

+34 635 867 686 Europe office

+90 507 590 1781 Turkey office

+60 10 509 9484 Malaysia office

+218 92 622 1324 Libya office

+34 635 867 686 WhatsApp

info@cinpaa.org | www.cinpaa.org

Scan to save our contact

Cities where we deliver our programmes:

This programme can be delivered in any of the following cities, and elsewhere on request.

Albania Tirana, Saranda	**Australia** Sydney	**Austria** Vienna, Hallstatt, Salzburg / Zell am See	**Azerbaijan** Baku
Bahrain Manama	**Belgium** Brussels, Bruges	**Bosnia and Herzegovina** Sarajevo	**Canada** Toronto, Montreal
China Hong Kong, Shanghai, Beijing, Guangzhou	**Croatia** Dubrovnik	**Cyprus** Nicosia, Limassol, Larnaca	**Czech Republic** Prague
Egypt Cairo, Sharm El Sheikh, Alexandria, Hurghada	**France** Paris	**Georgia** Tbilisi, Batumi	**Germany** Munich, Berlin, Düsseldorf, Frankfurt
Greece Athens, Rhodes	**Hungary** Budapest	**Indonesia** Bali, Jakarta	**Ireland** Dublin
Italy Rome, Florence, Milan, Venice, Como	**Japan** Tokyo	**Jordan** Amman, Aqaba	**Kuwait** Kuwait City
Malaysia Kuala Lumpur	**Maldives** Maldives	**Mauritius** Mauritius	**Montenegro** Budva, Kotor
Morocco Casablanca, Marrakech, Tangier, Rabat	**Netherlands** Amsterdam	**Oman** Muscat, Salalah	**Philippines** Manila
Poland Krakow, Warsaw	**Portugal** Lisbon, Porto	**Qatar** Doha	**Russia** Moscow
Saudi Arabia Riyadh, Jeddah, Dammam	**Serbia** Belgrade	**Slovenia** Ljubljana	**South Korea** Seoul
Spain Madrid, Barcelona, Valencia, Alicante, Benidorm, Malaga / Marbella, San Sebastian, Granada, Cordoba, Canary Islands, Seville, Bilbao	**Switzerland** Geneva, Luzern, Zurich, Interlaken, Zermatt, Lugano	**Thailand** Bangkok, Phuket	**Tunisia** Tunis
Turkey Istanbul, Antalya, Trabzon, Bursa, Izmir, Bodrum, Antakya (Hatay)	**United Arab Emirates** Dubai, Abu Dhabi	**United Kingdom** London, Edinburgh, Manchester, Birmingham	**United States** Miami, New York, Los Angeles, Washington