



CURES

THE TUNISIAN HEALTH CENTER
FOR UNIVERSITY RESEARCH
EXCELLENCE & SUSTAINABILITY

CURES Training

Fostering a Culture of Research Commercialization

December 5th and 6th , 2023



1. Background: What is CURES project?

The CURES “Tunisian Health Center for University Research Excellence and Sustainability” project is funded by the U.S. Department of State, Bureau of Near Eastern Affairs Office of Assistance Coordination and implemented by FHI 360 in collaboration with the Ministry of Higher Education and Scientific Research and the University of Sfax.

The aim of this project is to improve scientific research in Tunisia to be able to better prevent and treat non-communicable diseases (NCDs) through the establishment of a research and simulation center and the creation of a sustainable process for research commercialization and technology transfer to foster the health technologies commercialization.

2. Concept of the training

CURES training on technology transfer and research commercialization aims to promote the transfer, utilization, and commercialization of research results to foster the long-term growth of life sciences innovations and therefore contribute to improving the quality of health care and the economic growth of the country.

CURES is led by FHI 360, a global nonprofit with strong cross-sectoral expertise in health and private sector development. Research commercialization activities are supported by BioHealth Innovation (BHI), an innovation intermediary based in Maryland, that is internationally recognized as a leader in biohealth innovation and research commercialization.

3. Key Topics Include:

- Fundamentals of the Technology Transfer (TT) Process: Understanding the concept, models, and benefits of Technology Transfer.
- Motivations for TT: Exploring the driving factors behind Technology Transfer initiatives.
- Invention Ownership: Navigating the complexities of ownership in the innovation landscape.
- Technology Identification Phase: Strategies for identifying and initiating conversations with researchers to uncover inventions.
- Invention Disclosure: Unveiling the process of formalizing inventions through disclosure.
- Technology Assessment Phase: Utilizing assessment tools to evaluate the viability of technologies.
- Value Proposition of the Technology: Crafting compelling value propositions for potential commercialization.
- Market Analysis, Competitiveness Landscape: Analyzing markets and understanding the competitive landscape.
- Technology Commercial Viability: Assessing the commercial potential and sustainability of technologies.

4. Target audience:

Researchers, Technology Transfer Officers, Executives and Professionals from the University of Sfax and Sfax Research Centers: Biotechnology Center, Digital Research Center and Olive Institute.

5. Registration:

Ready to elevate your understanding of research commercialization? Secure your spot now, be part of the transformation and register [here](#)

6. Date and location:

The training will be organized at Ibis Hotel on December 5th and 6th from 8.30 am to 1 pm and will include a coffee break and an open buffet lunch.

7. Contact

Questions about the training or the application can be sent to: cures.technical.assistance@fhi360.org

