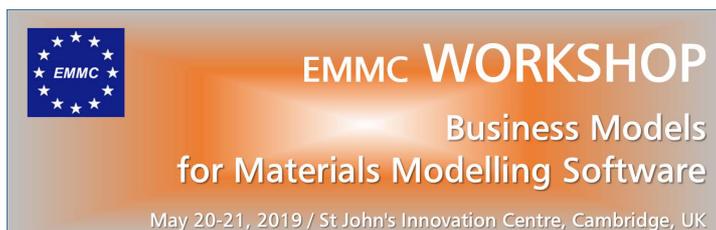


Business Models for Materials Modelling Software

The training will be held in 20th -21st May 2019

St John's Innovation Centre
Cowley Road
Cambridge
CB4 0WS



Day One, 20.05.2018, 12.00 pm to 6.30 pm

Start Time	Action	Detail	Intended Learning Outcome
12.00 pm – 1.00 pm	Lunch	Lunch and sign-ups	
1.00 pm - 1.10 pm	Welcome	Introduction of the presenters and health and safety briefing. What to do in case of an evacuation? Where are the rest rooms? Where will the food and coffee be? Look after personal items.	
1.10 pm - 1.30 pm	Introduction	Participants are encouraged to introduce themselves and state name, company and job description and why they are here. They will be encouraged to write on a sticky note what they want to learn in this course (private)	To get to know each other professionally. To state what is most important for you in the course.
1.30 pm - 2.00 pm	Setting the scene “What are the major outcomes of the White Paper?”	The Presenters will deliver a summary on the Software Owner (SWO) Whitepaper’s major findings to set the scene	Familiarisation with the status quo of software business models
2.00 pm – 3.00 pm	Academic and Industrial Partnerships 30 mins talk + 30 min discussion	To learn about business models where a commercial SWO may act as the (sole) reseller of an academic code. Prof Mike Payne, University of Cambridge	What to expect when an academic SWO forms a partnership with a commercial SWO as reseller
3.00 pm – 3.30 pm	Break		Creation of a sociable learning environment
3.30 pm – 4.30 pm	Forming a synergy between academia and industry 30 mins talk + 30 min discussion	To learn about business models where an academic provides code/algorithms to be embedded into commercial software Dr Judith Rommel, University of Cambridge	What to expect when an academic SWO forms a partnership with a commercial SWO to embed their code/algorithms

Start Time	Action	Detail	Intended Learning Outcome
4.30 pm – 5.30 pm	Open Source Software 30 mins talk + 30 min discussion	To learn about business models when the software was developed as open source (copyleft or permissive licences) Iain Bethune, STFC	What to expect when academic software was developed open source but does need funding for further developments (new features, better code, bug fixing, ...)
5.30 pm – 6.30 pm	Panel Discussion	Mike Payne, Judith Rommel, and Ian Bethune are facing the Audience Participants can ask questions regarding the Business models introduced Are there novel business models academic SWOs should try?	Participants can cover topics that where not covered in the talks Participants can interact with speakers

Day Two, 21.05.2019, 9.00 am to 4.00 pm

Start Time	Action	Detail	Intended Learning Outcome
9.00 am - 10.00 am	From academia to a non-profit organisation 30 mins talk + 30 min discussion	To learn how to form a non-profit organisation to make academic software sustainable Georg Schmitz, Access/Micress	What to expect when academic software goes non-profit.
10.00 am – 11.00 am	From academia to Business 30 mins talk + 30 min discussion	To learn what it takes to move from academic code to commercial software Dr Amit Bhawe, CMCL Innovations	What to expect when academic software goes commercial.
11.00 am - 11.30 am	Break		Creation of a sociable learning environment
11.30 am 12.30 pm	Academia and Business “One Model suits them all?”	Bridging the gap between academic software and industry needs - different business models for engaging with industry Prof Thomas Schrefl, Donau Universität Krems	What to expect when you encounter commercial customers but still pursue an academic career.
12.30 pm – 1.30 pm	Lunch		
1.30 pm – 2.30 pm	Panel Discussion	Georg Schmitz, Amit Bhawe and Thomas Schrefl are facing the audience Participants can ask questions regarding the Business models introduced	Participants can cover topics that where not covered in the talks Participants can interact with speakers

Start Time	Action	Detail	Intended Learning Outcome
		Are there novel business models non-profit/commercial SWOs should try?	
2.30 pm 3.00 pm	Do users consume software differently?	Cloud APPS Marketplaces Introduce concepts discuss them	Become better aware of these concepts as new platforms for software deployment Have a say
3.00 pm – 4.00 pm	Your legacy, sustainability	What happens to your software in the far future? Will it sustain, will it merge? Are repositories good? Will the strongest survive? Can A.I. do it all? Do we have diversity amongst SWO? If not how to encourage this?	Think about the future and have a say.