

## **‘Coaching the Coaches’ seminar conducted for STI managers**

Another strategic effort to uplift the level of productivity and competitiveness of science and technology managers and research and development experts was effected through a three-day seminar on ‘coaching the coaches’. The seminar, *“Coaching Workshop on Developing an Entrepreneurial Mindset for ITDI”* was held on November 7-9, 2018 at the Crimson Hotel in Alabang, Muntinlupa City.



Gathered to learn new business and marketing strategies from a new found coach, the Hybridigm, were ITDI R&D directors, managers, supervisors, and technology transfer officers led by Dr. Annabelle V. Briones, Officer-In-Charge, Office of the Director and Deputy Director for Research and Development; Dr. Diana L. Ignacio, Deputy Director for ATS; and Ms. Nelia Elisa C. Florendo, Chief SRS, Technological Services Division.

Resource speakers discussed topics/cases to open the minds of participants to the different facets of business, and learn new marketing strategies that can help meet their goals.



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The introduction of Ms. Antonia Arroyo and Mr. Ariel Dashell Aaron Lopez on the Innovative Landscape of the Philippines and the Understanding of the Go-To-Market Strategy, tickled the minds of the researchers about the value of the technology they are generating.

Also, Ms. Arroyo's discussion on Market Validation enlightened the tech transfer staffs on the idea of targeting market area and strategy. The question on who will buy and why will people buy the product (or technology) also arose during the discussions. It was pointed out that knowing the target buyer or adopter is important in preparing for the strategy in marketing certain technologies.

The importance of IP management was also discussed while different technology transfer models were presented. In addition, crafting a good business model was emphasized which forms part of a good technology presentation or pitching.

Other topics focused on strategic/effective commercialization. The business model canvas as an effective tool in visualizing the many elements involved in the chosen venture and its importance in technology transfer was also tackled. Lastly, elevator pitching with Hybridigm team was conducted. (*//DDGotis and AMPalaya*)