
NATIONAL WORKSHOP

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ORIGINAL: ENGLISH

WIPO Intellectual Property Management Clinic

organized by the World Intellectual Property Organization (WIPO) in cooperation with Turkish Patent and Trademark Office (TURKPATENT)

Ankara, Türkiye, October 15, 2025

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

October 15, 2025 (all times are local time)

09.30 – 10.00 **Registration**

10.00 – 10.30 **Opening Remarks**

Prof. Dr. M. Zeki DURAK, President, TURKPATENT
Ahmet Serdar İBRAHİMCİOĞLU, President, SME's Development
Organization (TBC)

Prof. Dr. Habip ASAN, Director, Division for Transition and Developed
Countries, Department for Development Cooperation, Regional and
National Development Sector, WIPO

10.30 – 11.30 **Topic 1: Understanding IP as a Business Asset**

Learn to identify and leverage your company's IP to drive growth and value:

- *Get a practical introduction to key IP rights: patents, trademarks, designs, copyrights, and trade secrets*
- *Discover how to prioritize IP decisions to align with and support overall strategic business goals*
- *Explore real-life examples from entrepreneurs showing how IP drives strategy and expansion*

Speakers: **Ms. Dr. Sanem YALÇINTAŞ, Project Expert**

11.30 – 11.45 **Coffee Break**

11.45 – 12.30	Topic 2:	<p><i>Panel Discussion: Navigating IP for Turkish SMEs Challenges, Best Practices & Digital Opportunities</i></p> <p><i>This panel brings together voices from Turkpatent, an IP expert, and an SME to share practical insights and real-world experiences on using IP to strengthen SMEs and support business growth.</i></p> <p><i>Discussion Points:</i></p> <ul style="list-style-type: none"> • Mr. Volkan OKUTAN – Project Expert: Common challenges and mistakes Turkish SMEs face in protecting and managing IP, with practical guidance for domestic and international markets. • Mr. Elio de TULLIO (Italy) IP Commercialization Project Expert: How SMEs can effectively utilize the IP system, secure protection locally and internationally, and expand their businesses across borders. (ELIO) • Opportunities & Challenges on Online Platforms: Opportunities for Cellsways GmbH to enhance brand visibility and sales on online platform, key challenges in IP protection, and essential steps to safeguard digital assets in the fast-moving social media space. (Mr. Dr. Özge ZORLU, Cellsways GmbH)
13.30 – 14.15	Topic 3:	<p>How to Build a Pitch Deck</p> <p><i>This presentation provides a step-by-step guide to crafting a compelling pitch deck that captures investor attention and clearly communicates your startup's vision, value, and traction. We'll walk through the essential slides—problem, solution, market, business model, traction, team, and financials—while emphasizing the often-overlooked but critical role of IP. Attendees will learn how to position IP as a strategic asset that strengthens competitive advantage, attracts funding, and adds long-term value to the business. Whether you're a first-time founder or refining your fundraising strategy, this session will help ensure your pitch is not just clear—but credible and investor-ready.</i></p> <p>Speakers: Mr. Volkan OKUTAN, Project Expert</p>
14.15 – 15.00	<u>Coffee Break</u>	
15.00– 15.45	Topic 4	<p>Navigating the innovation value chain to build commercial value</p> <p><i>This session will explore how businesses can use IP to mitigate risks, strengthen brand value, and unlock monetization opportunities. It will cover risk assessment and contracts, the role of trademarks in brand identity and competitiveness, and IP monetization through licensing, franchising, and partnerships, with real success stories and challenges</i></p>

Speakers

Mr. Omer HIZIROGLU, Project Expert

15.45 – 16.45

Topic 5:

Interactive Roundtables: Developing Your IP Strategy

In this hands-on session, participants will work in small groups of up to 10 people to start developing their own IP roadmap, guided by industry experts. Using a fun, game-like format, participants will have to choose different IP rights, such as patents and trademarks, tailored to their business ideas, products, and services. This interactive approach will help participants understand how IP can be integrated into a broader business strategy. Participants can ask questions, share insights, and learn practical strategies. By the end of the session, attendees will gain a clearer understanding of how to approach IP decisions and develop a solid foundation for their own IP strategy.

Speakers: Ms. Dr. Sanem YALÇINTAŞ (TBC)
Mr. Volkan OKUTAN (TBC)
Mr. Elio de TULIO (TBC)
Mr. Ömer HIZIROĞLU (TBC)
TURKPATENT Experts (TBC)