

GENERAL OBJECTIVES

This seminar aims to provide PhD students with the fundamental concepts for helping them create impact from their research. In particular, PhD will be driven to think about the value of their research work in the market.

They will explore mega-trends and markets and how to leverage the potential of innovation inside the research. They will investigate with experts the concepts of value proposition and customer, legacy and opportunity in relation to intellectual property strategies and protection. Public and private funding strategies and opportunities will also be presented.

MAIN LEARNING OUTCOMES

At the end of the classes participants will be able to:

- Understanding differences when planning and developing a new entre/intra-preneurial project in different contexts;
- Ability to understand, create, capture value of the research project in a market;
- Ability to integrate the strategic role of IP and other intangible assets into the research project and future professional scenarios.

TEACHING AND LEARNING METHODS

Teaching and learning methods are primarily based on applied lectures, testimonials and real case studies from researchers, entrepreneurs, local

and/or international business managers. They combine lectures, testimonials from professionals, discussions, individual and group work, hands-on activities and games. Participants will be evaluated with group exercise and individual reports. Participants will be asked to reflect on their entrepreneurial skills (working in an interdisciplinary team and communicate effectively) and choose one entrepreneurial competence among the ENTRECOMP European framework to improve during the course (self-direct learning). Attendance is mandatory at least 75% of the meetings.

TOPICS AND SKILLS

- Fundamental of Innovation and Entrepreneurship
- From research to innovation
- Put your research idea in business context
- Building a product value proposition
- Building a technology proposition and Basics of technology disclosure and patenting
- Research integrity introduction
- Introduction to the market and business models
- How to make profit from technologies with companies
- How to make profit from technologies START UP
- How to find a Product-Market fit
- How to push forward your research results: opportunities and tips from public funding
- Private financing for innovation ventures
- Sessions with testimonials
- Working in a team
- Communicate effectively
- Taking the initiative
- Spotting opportunities
- Entrepreneurial competences