

## **Background**

Academic and scientific excellence notwithstanding, scientists and academics are challenged with an increasing demand for transfer, exploitation and commercialization of research results. Hence, enabling young researchers to commercialize their ideas either by licensing or selling them for industrial use – or by starting up an own enterprise – becomes more and more important. The challenges comprise legal issues including intellectual property rights, but also aspects of marketing, visualization, communication and the selling of ideas and research findings.

## **Target Audience**

PhD students interested in entrepreneurial thinking and acting.

## **Objectives**

- Survey of basic approaches to research valorization
- Development of entrepreneurial skills

## **Contents**

Over the course of three days, participants will be introduced to the basics in research valorization, entrepreneurship and intellectual property. While day one is dedicated to intellectual property rights and the development of ideas as the core of innovation, the workshop continues on the second day with selected aspects of entrepreneurship and science-based enterprise creation (business model generation, legal aspects, funding). Day three is set to put a focus on basic skills needed for the visualization and presentation of business ideas.

## **Teaching and Learning Methods**

Lectures, workshops, teamwork

## **Term and Application**

- September 18–20, 2017, 9am – 5pm
- Venue: Hallescher Saal, Universitätsring 5, 06108 Halle (Saale))
- Group size: up to 15 attendees
- Language: English
- **Application period between July 1 and September 10**  
email to: **koordination@ingra.uni-halle.de**
- Applications are considered in chronological order of receipt. You get information.

## **Organizer**

Carsten Hummel (Martin Luther University Halle-Wittenberg Startup Service,  
[www.guendung.uni-halle.de](http://www.guendung.uni-halle.de))