

Basics in Research Valorization through Entrepreneurship and Intellectual Property

September 18–20, 2017

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. Day three is set to put a focus on basic skills needed for the visualization and presentation of business ideas.

Schedule

Monday, Sept. 18	
09:00–10:30	Welcome and Introduction
	Introduction to Research Valorization (Moritz Bradler, MLU, Knowledge & Technology Transfer Advisor)
10:30–12:30	Intellectual Property Rights (Matthias Hoffmann, Patent Attorney, Maikowski & Ninnemann)
13:00–17:00	Creative Idea Generation (Jonas Kühl, MLU Startup Service)

Tuesday, Sept. 19	
09:00 – 12:00	Business Model Generation (Steffen Ahrens and Carsten Hummel, MLU Startup Service)
12:00–13:00	Break
13:00–14:45	Business Model Generation (contd)
14:45–15:00	Break
15:00–17:00	Technology Startup Report (Dr. Petra Göring, Founder and CEO SmartMembranes GmbH)

Wednesday, Sept. 20	
09:00–12:00	Visualization and Presentation of Business Ideas (Dagmar Kleemann, Kleemann TTC)
12:00–13:00	Break
13:00–17:00	Visualization and Presentation of Business Ideas (contd)

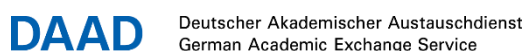
Terms and Application

- September 18–20, 2017, 9am–5pm
- Venue: Hallischer Saal, Universitätsring 5, 06108 Halle (Saale)
- Group size: up to 15 attendees
- Please note: Course contents build on each other, so participants are expected to attend every session!
- 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 (MLU Startup Service, www.guendung.uni-halle.de)

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