

Start up I: Is it for you? Developing business ideas from your own research

**CAREER DAY WORKSHOP ON INNOVATION & ASPECTS OF ITS
MANAGEMENT**

**P I E R Helmholtz Graduate School
17 March 2016 9:00-16:30**

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research**

Scope

What does it mean to translate knowledge, or ideas, into something that creates wealth – i.e. innovation? Developing business ideas needs to start with a basic knowledge on innovation management and the business environment. This workshop aims to deliver this knowledge for early stage researchers.

Workshop format:

The workshop will follow the form of lectures followed by group exercises with discussion feedback. It aims to be very practical and interactive in nature, giving students skills and understanding that they themselves can apply rather than business theory, though current business approaches to innovation will be discussed. It is designed so that researchers are encouraged to reflect on their own career choices by having an insight into the world of business (including not-for-profit).

The lectures will be given in English. Groups may discuss in German if preferred.

Trainer:

The workshop will be given by **Monica Schofield**.

Monica Schofield has almost thirty years' experience of innovation management in industry large and small in Sweden, UK and Germany. Aside from her industrial career in robotics, she is the co-founder of a robotic sensing company, founding editor of the International Journal of Medical Robotics and Computer Assisted Surgery, and has been a Board member representing a major investor in an advanced software company. Since 1993 she has been an expert advisor in various capacities to the European Commission on matters relating to research and innovation policy. She has been delivering workshops on research management across Europe since 1995. Monica has a degree in engineering science from the University of Durham, is a Chartered Engineer and Fellow of the Institution of Engineering and Technology.

Monica is Director International Cooperation & EU Office at TuTech Innovation where she is responsible for leading a team providing services for researchers at Hamburg University of Technology and external clients to help them make optimal use of the opportunities provided by European funding programmes for research, innovation and regional development.

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One day version

This is an indicative programme – exact timings may be subject to change

| | |
|-------------|---|
| 09:00-09:15 | Registration |
| 09:15-9:30 | Tour de Table |
| 09:30-10:15 | Introduction to innovation |
| 10:15-10:35 | Exercise – innovation example |
| 10:35-10:50 | The Business Environment |
| 10:50-11:05 | <i>Break</i> |
| 11:05-11:35 | The Business Environment |
| 11:35-12:15 | Exercise - valorising your PhD |
| 12:15-13:15 | <i>Lunch</i> |
| 13:15-14:00 | Exploiting research results |
| 14:00-14:40 | Exercise – Preparing a mini business plan |
| 14:40-15:20 | Innovation process and its management |
| 15:20–15:40 | <i>Break</i> |
| 15:40-16:10 | Role of technology transfer office |
| 16:10-16:30 | Summary, conclusions, feedback Q&A |
| 16:30 | <i>Close</i> |