

## PhD Course: Research to business: a technology transfer approach

### General Objectives

This seminar aims to provide PhD students with the fundamental concepts for helping PhD create impact from their research.

In particular Students will be drive 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, legacies and opportunities related to the IP strategies and protection. Public and private financing strategies and opportunities will be presented.

### Main Learning Outcomes

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 in to 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. Attendance is mandatory at least 75% of the meetings.

Credits: 3 - attendance to at least 75% of the course is mandatory; Evaluation procedure: team works and oral tests within classes hours

### Timetable:

SCHEDULE	HOURS	TITLE	SPEAKERS	METHODOLOGY
1st day	10.00 - 12.30	Welcome and Course Presentation	Milena Bigatto	Introduction
		Innovation and value creation	Luca Mion	Key notes
		Fundamental of Entrepreneurship	Marco Senigalliesi	Lecture
		Working Group: Team and Technology	Marco Senigalliesi	Explanation
	14:30- 17:00	Ready to break the ice?	Arianna Conci	Team game
		Markets and R&T trends	TBC	Lecture
2nd day	10.00 - 12.30	Building a technology proposition	Veronica Barchetti	Lecture

		Basics of technology disclosure and patenting	Silvio Antonioni	Lecture
		IP management @ UNITrento	Giuseppe Caputo	Lecture
	14:30-17:00	Building a product value proposition	Nicola Doppio	Lecture and Simulations
<b>3rd day</b>	10.00 - 12.30	How to find a Product-Market fit	Marco Senigalliesi	Workshop
	14:30-17:00	How to make profit from technologies	Arianna Conci e Francesco Piacentino	Lecture
<b>4th day</b>	10.00 - 12.30	Financial planning for innovation projects	Marco Senigalliesi	Lecture and Simulation
	14:30-17:00	Private financing for Innovation ventures	Matteo Cevese	Lecture and Checkpoint
<b>5th day</b>	9.30 - 12.00	Grant funding for innovation projects	Ilina Petkanovska	Lecture and Simulation
	14:30-17:00	Testimonials from professionals	Milena Bigatto CARBOREM (tbc)	Pitch and Q&A
		Take away from the course Participants Assessment	Milena Bigatto	