

Innovation Pathways for Science

Developing Technologies into Innovations

Phase 0

Introduction

Online Seminar 1.5h

- Innovation at FZJ
- Paths of knowledge & technology transfer

Practical Workshop 6h

- Case study: applied knowledge & technology transfer
- Basic principles of market research
- Negotiation training

Phase 1

Setting your Case

Kick-off 4h

- Case presentation
- Group formation

Online Seminar 1.5h

- Analysing markets & fields of application

Online Seminar 1.5h

- Analysing target groups

Online Seminar 1.5h

- Validating your case

Workshop 1.1 4h

- Determining your markets, target groups & fields of application
- Preparing your case validation

Workshop 1.2 4h

- Approaching customers & users

Phase 2

Case Validation

Independent Work 4h

working phase with coaching option

- Conducting market research
- Talking to potential users/customers
- Adjusting your target market, target group & field of application
- Coaching/feedback talk with UE-I & Atrineo

Workshop 2 8h

- Developing your transfer model
- Pitch preparation

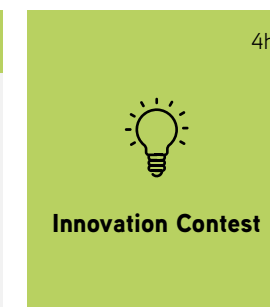
Independent Work 8h

working phase with coaching option

- Realigning your transfer model
- Preparing your pitch presentation

Workshop 3 4h

- Pitch training & finalization



online class

presence events

independent working phase

Please contact us for further information or sign-up for this program by email. Places are limited and will be assigned by a *first come – first serve* approach.

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