

Advanced Training Course 6 & 7

Business engagement & enterprise training with TNO

Deliverable 4.8

The Business Engagement and Enterprise training Advanced Training Courses (ATC 6 & 7) were held in October 2018 at TNO, Leiden, Netherlands.

The ATCs aimed to cover the following

- ATC6: Business engagement. Formulating a business model towards a sustainable products and services portfolio; Formulating a business case for innovations; Enhancing readiness towards investors and venture capital; Protecting the IP portfolio.
- ATC7: Enterprise training. Creativity & enterprise skills and the translation of research activity into products, patents and spin-off companies.

The Grant Agreement states that we were going to engage with Blueberry Training Ltd to provide intellectual property and enterprise training, but due to work commitments Dr. Andrew Corcoran (owner of Blueberry) was not able to attend. With this in mind, TNO worked with its partners to ensure that IP and business development aspects were covered during the training.

ESRs feedback is summarised throughout this report within speech boxes.

Sunday 30th October 2018

2000

(optional) team DINNER
Stadscafé van der Werff, Leiden



Network dinner in beautiful Leiden

Monday 1st October 2018

Time	Action	Notes	Delivered by
CHAIR		VICTOR KALLEN	
0900	Introductions	Welcome to the PANINI network	Anna Whittaker
		Outline of the meeting programme	Victor Kallen
0915	Workshop	Let's make our data FAIR	Jildau Bouwman
1045	BREAK		
1100	ESR Presentations	Poster Presentations	ESRs (3-5 min per poster presentation)
ESRs		Supervisors	
1230	CORPUS museum tour	1230	LUNCH
1315	LUNCH	1300	CORPUS museum tour
1400	Travel to Amsterdam and set up PE event	1345	Supervisory Board Meeting
		1530	Travel to PE Event in Amsterdam



Panoramic view of meeting room





Let's make our data FAIR training workshop run by Jildau Bouwman



This was important for us as early career researchers, as this will allow us to benefit from the host of data that is already out there. This also allows us to prevent duplication of data and to focus efforts towards generating new data to support research. After this I have adopted several data management skills to make my data FAIR.



ESRs present their posters, while Academics give advice and feedback



All ESRs presented well





The poster presentations were unique. Unlike our everyday scientific poster presentations, this commercial poster presentation enhances our skills of tailoring our research messages to the audience. It was also a good opportunity to learn from colleagues their presentation skills or their poster layout.

I've learnt how to present a research topic to a non-scientific audience in less than 3 minutes, focusing on the principal issues without going too much into details.

This format enables fast and concise presentation of a research topic to a broader audience, particularly bringing up most important conclusions.

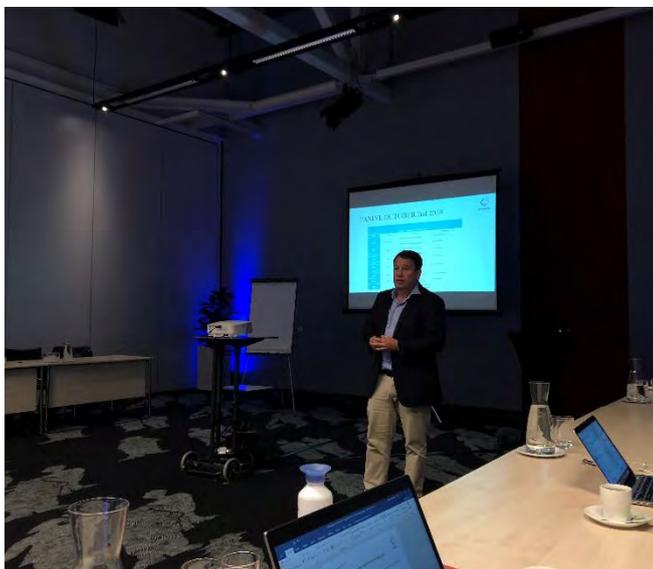
It is always great to see the progress that fellow ESRs have made and it was very interesting to see their approaches to presenting their posters in a commercial style.

It was a good exercise to present our research with a poster and a short speech. It is a good training for attending future conferences. But I think this session was a bit too short, with few feedback between the different presentations.

I learnt how to pitch my poster and attract the attention of the audiences. I will apply the skills learnt in my next poster presentation in a conference.

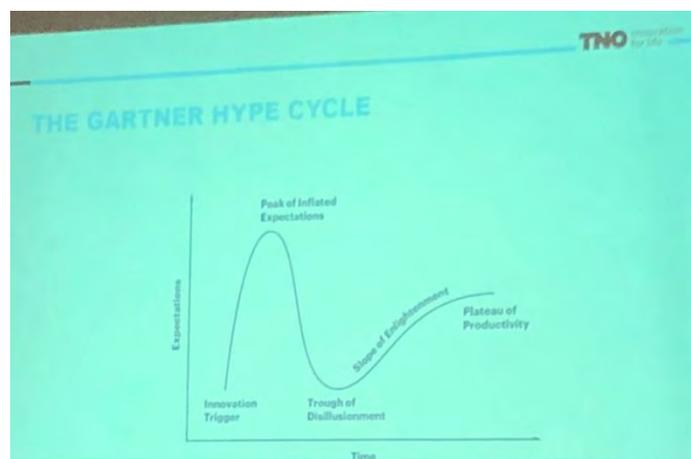
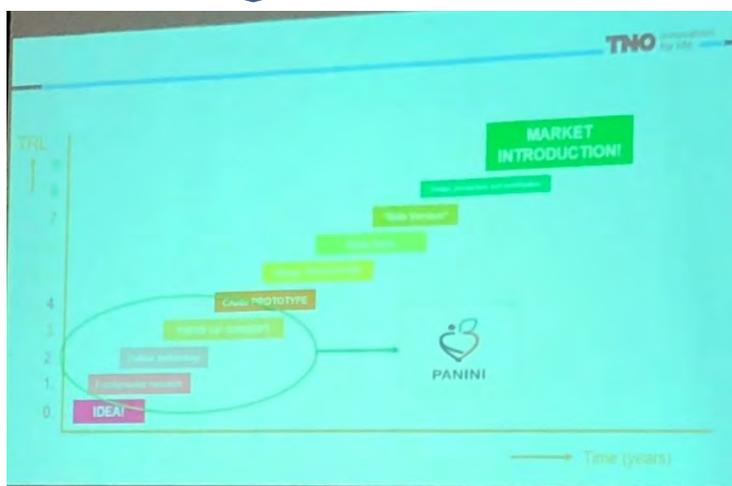


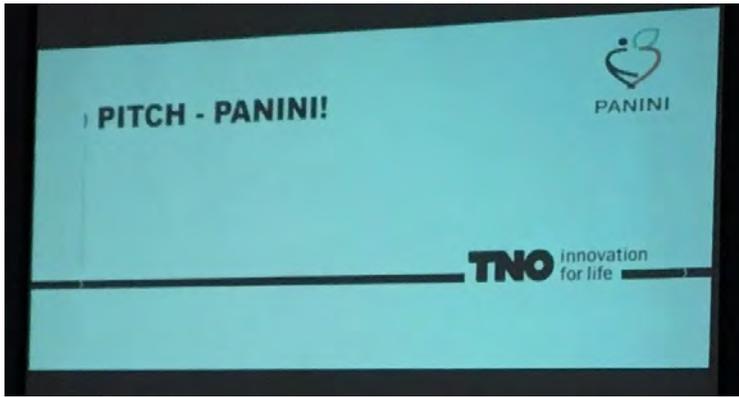
Tuesday 2 nd October 2018			
Time	Action	Notes	Delivered by
0900	Introductions	Welcome to the PANINI network	Anna Whittaker
		Outline of the meeting programme	Victor Kallen
0915	Part 1	Managing Intellectual Property (IP)	IP&contracting TNO
1100	BREAK		
1115	Part 2	Pitching your ideas	Victor Kallen
1300	LUNCH		
1400	Part 3	Developing business model	Techtransfer TNO
15:45	BREAK		
1600	Part 4	Developing and delivering your investment pitch	Victor Kallen
1730	DRINKS & DINNER at the beach Restaurant Bries, Noordwijk		



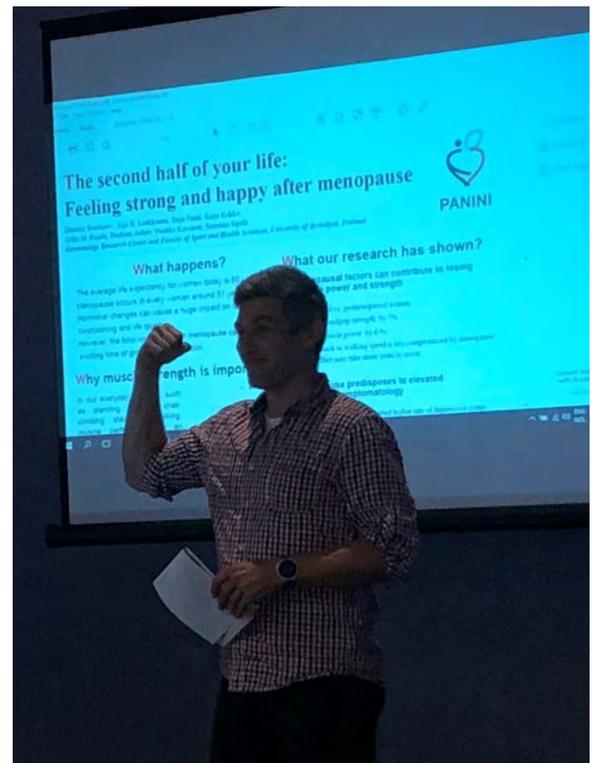
I believe that the talk on managing intellectual property was the most comprehensive one.

The talk of how to turn your scientific research into a business commodity/service was very informative.





ESRs were asked to pitch their research as a product or service....very interesting ideas and methods used to convince the audience to 'buy/Invest'





This was very interesting and challenging. Even though I struggle with it for the first time, I was thought of important skills to 'sell' my research, keeping it brief but important to catch the attention of my audience. I will suggest more of these events should be organise for us to improve our skills in pitching our research.

We were all made to think of how to make our research into business. My research is an observation/explorative study; hence it limits me to turn it into a business product. Despite I think this skill will be useful in my future research.



Victor showcased his trumpet playing to highlight the need to ensure the audience remember you!



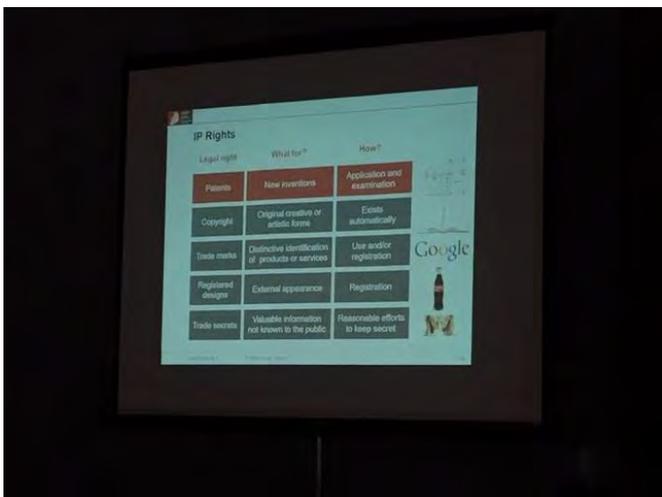


I found it very useful as I was made to understand how patents are developed and finally executed to prevent intellectual property theft.



In connection with developing a business model, this expanded on that, making us to understand the process of turning that research idea in the lab to a product at the market.

What was most interesting about this presentation was how the presenters related the topics to the giant companies such as VW or Coca cola, and the patents out there.





Currently I don't think this will be useful in my present research, but I think it will be so valuable as part of my personal skills to make me a better candidate for any business company job in future.

With practical examples, we were made to understand how some scientific ideas have been created into business ideas and marketed.



Overall feedback from ESRs summarised below –

- *ATCs are one of the most attractive features of the type of PhD. I am most certainly ready to integrate a multidisciplinary team and contribute actively due to these trainings.*
- *Most of the contents conveyed during the talks were unknown to me.*
- *The School provided a valuable opportunity to get new experience in industry application within healthcare and also to work with a “target” population - older people. Hands on experience on the healthcare organisation and a role of industry partners in this system.*
- *I particularly like that the School covered topics that could be an extension of our research projects equipping us, in this way, to work closely with industry partners or policy makers.*
- *The atmosphere was fantastic and helped to exchange experience within the network. Especially very useful was a public engagement event where we can work collaboratively and contribute on each own expertise.*
- *The patent creation and developing a business model were informative. Also, the opportunity to join other ESRs to organise a public engagement event was interesting.*
- *Uniquely, the PANINI network gives me the opportunity to have international exposure and training in different aspects outside my research area.*
- *Lastly unlike an ordinary PhD, this network allows us to pull together our data for a big cohort data analysis.*
- *This was an important event for networking. I personally enjoyed the opportunity to learn about what research is done in other areas within the PANINI network.*

Most PhD students are not exposed to such multidisciplinary, comprehensive and useful topics.

The ATC gave us the opportunity to develop our skills in pitching our research to non-scientific audience, and skills of developing a patent.

The PANINI network also has given me the opportunity to collaborate with other ESRs to design and execute research together.



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Everything was fantastic and beyond my expectations.