Advanced Training Course 5
Visiting Scientist / Research into intervention into product and workshop on career development
Deliverable 4.7

This training course was held in Birmingham, UK in January 2018.

This ATC aimed to showcase how industry or small businesses can translate research into a product.

1. Physical activity research into intervention product development;
2. How to translate genetic/epigenetic biomarkers research into a commercial tool.

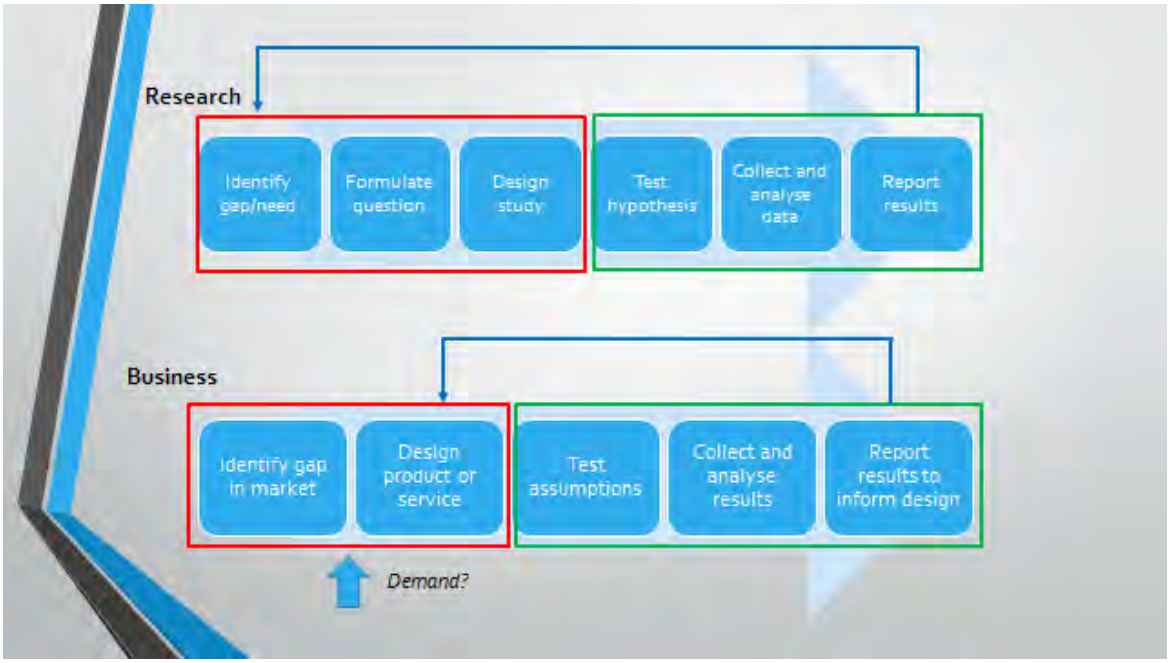
All 11 Fellows were able to participate in engaging presentations.

Move it or Lose it!

Move it or Lose it! (MIOLI) was founded in 2010 by award-winning exercise instructor, Julie Robinson, who has dedicated her career to motivating thousands of people to keep active in later life. Her company has now grown nationally, with a range of fitness products including five fitness DVDs, resistance bands and everything else you need to keep fit at home.

Joe Robinson, Director of MIOLI, has worked in professional sport, elite football academies and as a personal trainer. He now use his experiences as a practitioner to help support and develop the instructors in the exercise network, TEN. Joe is proud of making an amazing difference to peoples' lives on a daily basis. Joe joined the PANINI day to present how Research into Business.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Sklodowska-Curie grant agreement 675003



Very informative and helpful for being a successful entrepreneur in the field. Definitely worth thinking of in future – ESR

I really liked the presentations about the translation of research into a product, that was very well covered – ESR

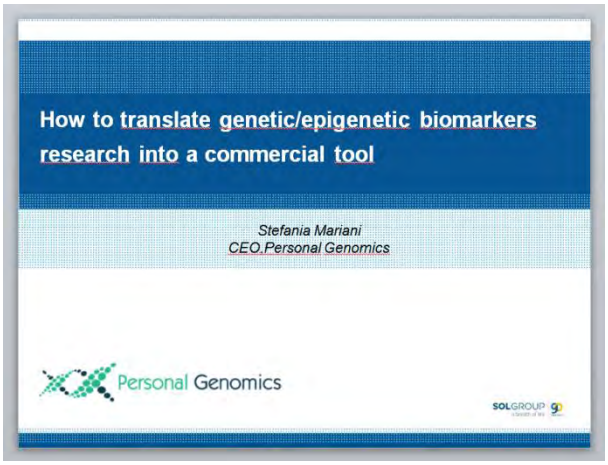
Personal Genomics / SOL Group

Personal Genomics is a leader in providing genomic services based on new generation DNA sequencing. It carries out genomic analysis and interpretation of NGS data for the consumer, research and for the clinical markets, offering the best tools applicable to personalized medicine and pharmacogenomics.

Personal Genomics was founded as a spin-off of the Center of Functional Genomics, in the Department of Science and Biotechnology and the Department of Medicine at the University of Verona. The company aims to bridge the gap between the exponential scientific advances developed in the laboratories of genomic research and their application in the field of health care and preventive medicine and precision medicine.

Personal Genomics wants to promote this innovative concept of "personal medicine", which consists in applying the prevention and treatment of diseases in a personalized way for each individual, based on his genetic heritage.

Personal Genomics has recently merged with SOL Group who were formed in 1927 to start up two oxygen and acetylene plants in central Italy. The Group expanded its business with plants and filling stations in 13 different European countries, and with five joint ventures exploiting the opportunities created by the opening up of Eastern European markets. Like PG, the mission of the SOL Group is to supply to customers, with constancy and continuity, new and innovative solutions and to bring the best care to the home of the patient, so contributing to the improvement of the quality of life on the planet.



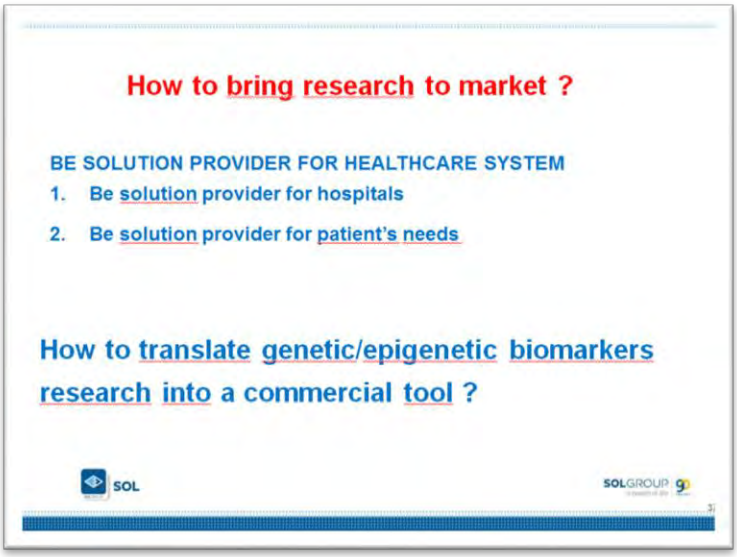
Stefani Mariani, CEO of SOL Group, attended to present the PANINI Fellows on 'How to translate genetic/epigenetic biomarkers research into a commercial tool'

If you want to sell a product you have to know very well the market (who are your customers, what do they need) - ESR

I also learnt how research could be transformed into a commercial product to earn income – ESR

Feedback from the ESRs are summarised below;

1. *I find important the link with the business side, and I think that the presentations made quite clear some of the transferable skills that are acquired throughout a PhD and can be applied later in a business-like situation. I think I would need a more in-depth approach, so I could initiate my own business.*
2. *An example of successful start-up, but the feature is that it is wrap up in a proper design, which made success. So the key is to build a system which provides sustainability, technology transfer and commercialisation.*
3. *I learnt the issues to be considered when developing a product for end-users from evidence-based research. It is important to involve clients/patients in the development and tell them the benefits so that they are more willing to follow the intervention/use the product. I will ensure my clients/patients understand the importance of nutrition in improving muscle health before giving dietary suggestions to them. Research on the health outcomes of sarcopenia will be done to inform healthcare professionals and patients the importance to prevent and treat sarcopenia.*



4. *I had previously very few ideas on how to be an entrepreneur. The 2 talks gave me good tips to use: identify the needs of the hospitals or of the patients; identify well the environment, the community, etc. and explain the benefits of the proposed tool.*

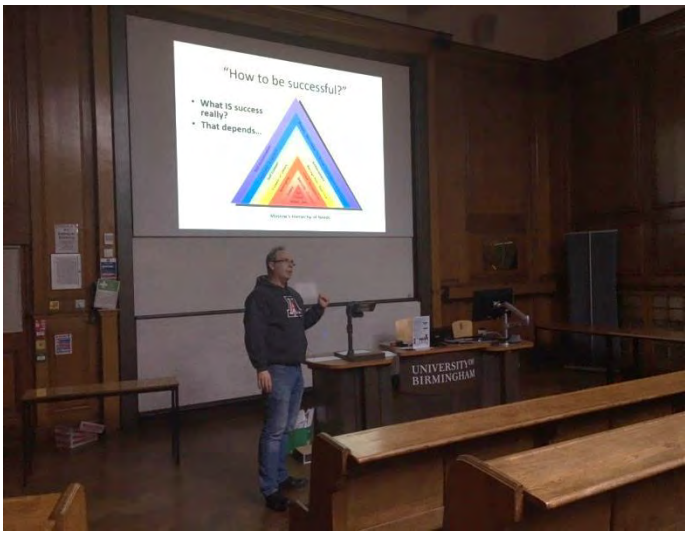
This part of the ATC was aimed at giving the ESRs a true reflection of what life is like in academia. It was an opportunity to discuss career progression in an academic institute and what careers are available in ageing research.

Professor Richard Faragher

Richard Faragher is Professor of Biogerontology at the University of Brighton and is past Chair of both the British Society for Research on Ageing and the International Association of Biomedical Gerontology. He is the first British citizen to be elected to the Board of Directors of the American Federation for Aging Research (AFAR), the leading US non-profit organisation supporting and advancing healthy aging through biomedical research.

His primary research interest is in uncovering the causal mechanisms driving the human ageing process and in translating that knowledge into effective interventions which will improve the wellbeing of older people. In July 2016, Richard received the highest honour of the British Society for Research on Ageing (BSRA) - the Lord Cohen of Birkenhead Medal for services to gerontology. The BSRA is the oldest scientific society in the world devoted to researching the biology of ageing.

The component of career development within this network makes it more unique, giving us the opportunity to position ourselves well for the job market after this network.
- ESR



Have learnt a great deal about how an academic career may look from Prof. Faragher
- ESR

The feedback from the ESRs is summarised below;

1. A very enlightening talk by Prof. Faragher.
2. *Honest depiction of how is life in the academic world, and its potential pitfalls.*
3. *Certainly, it was a special lecture as to think about career perspectives already at the early stage of research.*
4. *I learnt the career pathway after completion of PhD and strategies to secure a job. I will read the book "Great answers to tough interview questions" by Martin Yate. Prof. Faragher was a good presenter and he made the lecture very interesting.*
5. *Useful advices for future careers (like what to expect from a University career)*
6. *I really liked the presentations about the Career Development, it was very well covered.*

Prof. Faragher's lecture was a remarkable experience, since he himself is a leading researcher in gerontology he gave valuable insights on how to build own research career. - ESR

This talk was really great, with advices we are not used to hear. I've really appreciated the advices on grant writing and on teaching. - ESR