



**D2.6.1 Travel report
TuTech Workshop – Creating Value from Knowledge. An
Introduction to Innovation Management for Researchers**

Project Acronym:	WBCInno
Project full title:	Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation
Project No:	530213-TEMPUS-1-2012-1-RS-TEMPUS-JPHES
Funding Scheme:	TEMPUS
Coordinator:	UKG – University of Kragujevac
Project start date:	October 15, 2012
Project duration:	36 months

Abstract	Report on realized training at TuTech, Hamburg within activity 2.6.1 – Capacity Building Training for University Staff
----------	--

DOCUMENT CONTROL SHEET

Title of Document:	D2.6.1 Travel report – TuTech workshop 14,15 November 2013
Work Package:	WP2 - Reinforcement of existing university structures and setting-up of five Business Service Offices in accordance with defined focus and priorities in UIP
Last version date:	09/12/2013
Status :	Draft
Document Version:	v.01
File Name	D2.6.1 Travel report - TuTech workshop 14,15 November 2013.pdf.docx
Number of Pages	7
Dissemination Level	Public

VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision Description	Partner responsible
v.01	09/12/2013	First draft version	UKG (Jelena Jevtovic)
v.02			
v.03			
v.04			

TABLE OF CONTENT

<i>DOCUMENT CONTROL SHEET (Use Style WBCInno_Header)</i>	2
<i>VERSIONING AND CONTRIBUTION HISTORY</i>	2
<i>TABLE OF CONTENT</i>	3
1.0 Location and time	4
2.0 Purpose	4
3.0 Outcome	4
4.0 Programme for study visit	4
5.0 List of attendees	5
6.0 Short overview of training activities, presentations and meetings	5

1.0 Location and time

Representatives of University of Kragujevac participated the Workshop Creating Value from Knowledge – An Introduction to Innovation Management for Researchers. The Workshop was held at TuTech Innovation GmbH in the period from 14th until 15th November 2013.

2.0 Purpose

The workshop followed the form of lectures with group exercises and discussion feedback. It was very practical and interactive, giving participants skills and understanding to apply business theory through current business approaches to innovation. For that purpose, the participants of the workshop were introduced to modalities and techniques for valorising the research results, in particular:

- Introduction to Innovation
- The business environment
- Exploiting research results
- Innovation processes and its management
- Technology transfer facilitation
- Some words about Horizon 2020

3.0 Outcome

Participants in this Workshop had an opportunity to take a practical look at the topic related to the valorisation of knowledge. It helped them develop business thinking and think about the development of the researchers' career.

4.0 Programme for study visit

The first day of training included set of presentations about

- Introduction to Innovation
- Seeking out innovation (practical exercise)
- The Business Environment
- Valorising PhD (practical exercise)
- Exploiting research results
- Preparing a mini-business plan (practical exercise)
- Quality and assurance

The second day of training consisted of following topics:

- Presentation and discussion about the business plan
- The innovation process and its management
- Developing the innovation portfolio (practical exercise)
- Feedback innovation portfolio
- The role of the technology transfer office
- Discussion of future directions

5.0 List of attendees

1. Prof. Dr Vesna Mandic, University of Kragujevac, Serbia
2. Jelena Jevtovic, University of Kragujevac, Serbia

6.0 Short overview of training activities, presentations and meetings

6.10 Introduction to Innovation – Monica Schofield, the Director of International Cooperation and EU Office

- Invention – innovation
- Discovery – innovation
- Technology push vs. market pull
- Valorisation potential from science
- Invention, innovation and intellectual property (IP)
- Type of innovation
- Invention versus innovation
- Issues for science funders
- Innovation and universities
- European funding directed to innovation
- Overcoming the valley of death
- Science facility outreach
- Linking technology development and innovation

6.11 The business environment – Monica Schofield, the Director of International Cooperation and EU Office

- What research based business does
- View of the investor
- R&D risk management
- Cost of bringing a new product to market
- What creates a market
- Managing innovation in a business context
- Product lifecycle – the “S” curve and “hi-tech” products
- Cash flow in R&D investment
- Customers groups
- Product maturity cycle and evolution
- Fusing technological opportunity with application need
- How to define and assess market
- Business assessment
- Risks versus returns
- Identifying customer requirements
- Business models
- Open innovation
- Public-private partnerships

6.12 Exploiting research results – Monica Schofield, the Director of International Cooperation and EU Office

- Valorising research results
- Consultancy
- Licencing
- Spinouts
- Financing spinouts
- Management structure
- Organization structure
- Funding the growth
- The challenge
- The business plan

6.13 The innovation process and its management – Monica Schofield, the Director of International Cooperation and EU Office

- Defining the opportunity
- Fitting into the business process
- Product development to market
- Outputs of a feasibility study
- The management challenge
- Techno-market innovation process
- Resourcing the innovation process
- Commercialization stages in relationship to external financing
- Technology portfolio management
- Stage gate process management
- Strategy for research and technology
- Technology readiness level (TRL) management
- Technology readiness level H2020
- Functional responsibility
- The role of communication
- Valley of death

6.14 Technology transfer facilitation

- Innovation and universities
- Technology transfer
- Cross cultural communication
- Bilingual intermediaries
- Technology transfer office
- Knowledge and technology transfer
- Skills and services
- Fusing of values and perspectives
- Building the network

