



R2B 2023



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Research 2 Business: from research to business

a knowledge transfer approach



**RESEARCH TO
BUSINESS**

PHD TRAINING FOR INNOVATION

Knowledge Transfer
Entrepreneurship

HiT
HUB
INNOVAZIONE
TRENTINO

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

In particular, PhD students will be driven to think about the value and impact of their research work **in the market and society**.

PhD will explore mega-trends and markets and how to leverage **the potential of innovation inside the research**. PhD will investigate with experts the concepts of value proposition and customer, legacies and opportunities related to the **Intellectual Property strategies and protection**. Public and private financing strategies and opportunities will be presented.



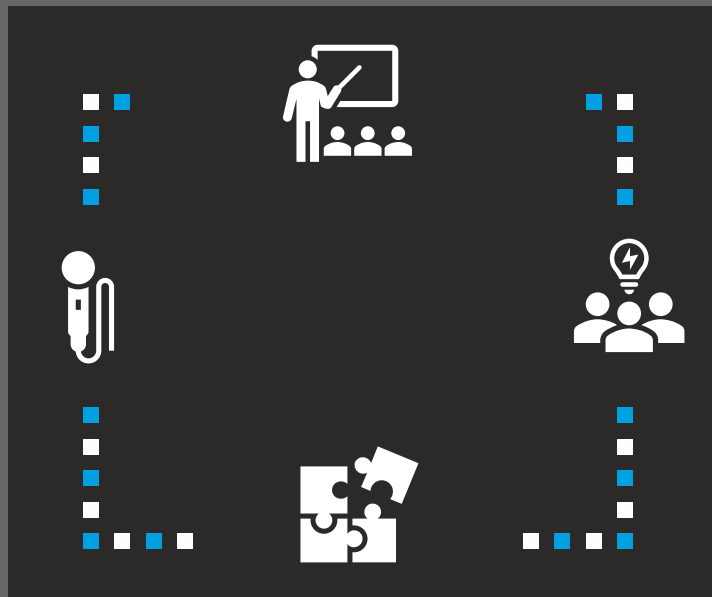
R2B: Main Learning Outcomes

At the end of the seminar, participants will be able to:

	CONTEXT	Understanding differences when planning and developing a new entre/intra-preneurial project in different contexts
	VALUE	Understanding, creating, capturing value of the research project in a market
	IP	Integrating the strategic role of IP and other intangible assets into the research project and future professional scenarios



R2B: Teaching and Learning Methods



- Teaching and learning methods are 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.
- Participants will be asked to reflect on their **entrepreneurial skills** (working in an interdisciplinary team and communicate effectively) and choose one among the ENTRECOMP European framework to improve during the course (**self-direct learning**).
- Attendance is mandatory at least 75% of the meetings.

R2B: main contents and competences

Valuing ideas

Working in a
team

- Fundamental of Innovation and Entrepreneurship
- From research to innovation
- Put your research idea in business context
- Building a product value proposition
- Building a technology proposition and Basics of technology disclosure and patenting (with UNITN)
- Research integrity introduction (with UNITN TBD)
- Introduction to the market and business models
- How to make profit from technologies with companies
- How to make profit from technologies START UP
- How to find a Product-Market fit
- How to push forward your research results: opportunities and tips from public funding
- Private financing for innovation ventures

Taking the
initiative

Spotting
opportunities



R2B 2023: edizioni



FOCUS Trasformazione Digitale, Ai, Industria 4.0, Robotica, Materiali e Sensoristica etc

[S3.2, S3.4]

dal 13 al 17 febbraio

deadline scheda iscrizioni 1 febbraio



FOCUS Energia, mobilità sostenibile, qualità della vita, agricoltura intelligente, biotecnologie etc.

[S3.1, S3.3]

dall' 8 al 12 maggio

deadline scheda iscrizioni 26 aprile



**We do not imagine the future.
We make it happen.**



**7 editions
2020-2022**

+ 100 PhD

+40 experts

THANK YOU FOR THE ATTENTION



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