



INNOVATION MANAGEMENT: FROM IDEA TO MARKET

Module 1: Development and validation of a minimum viable product (MVP)

Learning Objectives:

- Understand the product development process, from ideation to market validation.
- Learn how to identify viable business ideas by focusing on customer needs
- Master the Tools and methodologies for making informed decisions based on empirical evidence.
- Gain knowledge on reducing market risks associated with product development through rigorous testing, validation, and planning

Module 2: Acquisition, Exploitation, and Transfer of intellectual property rights

Learning Objectives:

- Introduction to different types of Intellectual Property Rights
- Understand the complexities of IP rights, from identification and protection to commercialization
- Gain knowledge on strategies to exploit intellectual property rights effectively to benefit business and projects
- Learn how to assess a commercial potential of an innovative product

TRAINING AGENDA

Module 1 | Day 1

Session 1 12.00-13.40

Unlocking Viable Business Ideas

- Understanding Design Thinking Process
- Identifying Market Needs and Drivers
- Exercise: Brainstorming potential market gaps and writing a Problem statement
- Ideation techniques and strategies for generating innovative solutions
- Exercise: Idea generation

Coffee Break 13.40-14.10

Session 2 14.10-15.50

Customer Development and Persona Creation

- Understanding customer development process
- Exercise: Identifying Target Customers
- Conducting Effective Customer Interviews
- Gathering and Analyzing Customer Insights
- Importance of customer personas and their role in shaping product strategy
- Exercise: Creating customer personas to guide product development

Coffee Break 15.50-16.20

Session 3 16.20-18.00

Introduction to MVP and Rapid prototyping

- MVP concept and its importance in product development
- Exercise: Defining scope and objectives of an MVP
- Rapid Prototyping: Concept and Benefits
- Rapid Prototyping Methodologies and Tools
- Understanding Value proposition of your solution

Module 1 | Day 2

Session 1 12.00-13.40

Understanding Agile Methodologies and Lean Startup Principles

- The Agile Manifesto, Frameworks and Practices
- Agile Methodologies in Practice
- Integrating Agile and Rapid Prototyping
- Agile Tools and Techniques
- Core principles of Lean Startup Methodologies

Coffee Break 13.40-14.10

Session 2 14.10-15.50

MVP Testing and Validation

- Designing MVP Experiments
- Exercise: Participants design experiment plans for testing their MVP hypotheses
- Practical considerations for conducting MVP experiments
- Techniques for analyzing MVP experiment results
- Importance of iteration in MVP testing and validation

Coffee Break 15.50-16.20

Session 3 16.20-18.00

Planning for Innovation

- Developing Actionable Plans
- Exercise: Outlining specific next steps for refining and validating business opportunities
- Financing Innovation

Module 2 | Day 1

Session 1 12.00-13.40

From technology transfer to knowledge valorization

- Knowledge Valorization as a concept
- EU Guiding Principles for Knowledge Valorization
- The process and means of Technology Transfer
- IP Policy

Coffee Break 13.40-14.10

Session 2 14.10-15.50

IP Management

- Strategic uses of Intellectual Property
- Introduction to IP
- Leveraging resources like the European IP Helpdesk
- Exploring the Code of Practice on the management of intellectual assets for knowledge valorization in the European Research Area

Coffee Break 15.50-16.20

Session 3 16.20-18.00

How to protect your Intellectual Property

- Prior Art Search
- Exercise: Performing patent search with Espacenet

Module 3: Certification of new products and services and valorization of research results

Learning Objectives:

Understand the European Union harmonization legislation;
Gain knowledge on conformity assessment, conformity assessment processes and the actors and modules of conformity assessment;
Understand the need for market surveillance and acquire knowledge on the organization of market surveillance
, as well as, market surveillance activities and measures, including the Rapid Alert System for non-food products presenting a risk (RAPEX).
Learn how to prepare for IP Licensing Negotiations

TRAINING AGENDA

Module 2 | Day 2

Session 1 12.00-13.40

Commercial Potential Assessment Part I

- Technology Readiness Level (TRL)
- Identifying risks related to technology development
- Team/Consortium composition as determinant of successful solution development

Coffee Break 13.40-14.10

Session 2 14.10-15.50

Commercial Potential Assessment Part II

- Determining market size and trends
- Understanding the competition
- Identifying market barriers and measures to overcome them
- Defining Unique Value proposition

Coffee Break 15.50-16.20

Session 3 16.20-18.00

Commercial Potential Assessment Part III

- Overview of IP Valuation methods
- Exercise: How to allocate limited resources across a number of technology opportunities

Module 3 | Day 1

Session 1 12.00-13.40

European Union Harmonization Legislation

- The Old Approach.
- The New Approach and the Global Approach.
- Essential Requirements and Harmonized Standards.
- Technical Documentation.
- EC Declaration of Conformity.
- CE marking. Other mandatory markings.
- 1st Mentimeter Session (<https://www.menti.com/>).

Coffee Break 13.40-14.10

Session 2 14.10-15.50

Conformity Assessment

- What is a Conformity Assessment (CA)?
- (CA processes, i.e., testing, inspection, certification).
- Actors of CA.
- Modules of CA.
- Conformity Assessment Bodies (CABs).
- Notified Bodies.
- Accredited Bodies.
- 2nd Mentimeter Session (<https://www.menti.com/>)

Coffee Break 15.50-16.20

Session 3 16.20-18.00

Market Surveillance

- Why do we need Market Surveillance?
- Organization of Market Surveillance.
- Sanctions.
- Market Surveillance Activities.
- Market Surveillance Measures.
- Rapid Alert System for non-food products presenting a risk (RAPEX).
- 3rd Mentimeter Session (<https://www.menti.com/>).

Module 3 | Day 2

Session 1 12.00-13.40

IP based commercialization

- Licensing vs. Spinout
- Licensing process
- Licensing questions
- Potential Issues

Coffee Break 13.40-14.10

Session 2 14.10-15.50

Negotiation

- Negotiation context
- Best Alternative to Negotiated Agreement
- Negotiation process
- Exercise: IP Licensing Negotiations

Coffee Break 15.50-16.20

Session 3 16.20-18.00

Connecting Academic Research with the Economy and Society

- Modalities of Knowledge and Technology Transfer
- Legal issues concerning academic-industry collaboration
- Overview of different Model Agreement

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