

SCIENCE BUSINESS IMPACT PROGRAM

FEBRUARY 2023



Objective

The main objective of this training is to provide skills to researchers and PhD students from higher education institutions and research centers on the topics of entrepreneurship, innovation and knowledge transfer, allowing them to understand how they can further enhance the impact generated by their research work.

Researchers, PhD students, science managers or other professionals interested in innovation, entrepreneurship and technology transfer.

Who can apply?

Schedule

After work hours from 6 pm to 9 pm.

95 € (course fee) + 5 € (registration fee)

Investment

Evaluation

The evaluation will be based on weekly deliverables of simple complexity, which will allow us to evaluate the involvement and progress of the participants in the training. The same happens at the evaluation of the final presentations made by the panel of experts invited to give feedback to the participants.

Format

The program is composed by 7 blended (online/in-site) sessions in close partnership with Oxentia, a consulting firm from Oxford (UK). The training will be **hybrid**, with the face-to-face modules taking place in the Tec Labs Auditorium, on the ULisboa Science campus, and the online ones taking place on the Zoom platform.

Learning by doing approaches and methodologies such as design thinking, business model canvas, lean canvas and pitch canvas. Participants will be challenged to apply these tools to a concrete challenge of their choice and will have simple deliverables each week so that we can keep track of progress and the application of knowledge in practice.

Methodology

ECTS

Enrollment in the course will provide you with **1ECTS**, a diploma issued by Ciências ULisboa.

The program will have a minimum of 15 participants and a maximum of 25 to guarantee the quality and hands-on approach of the training activities.

Participants

How to apply?

You can apply through this **link**

With whom will you learn?



Rita Tomé Rocha

Coordinator of the Innovation Center of FCUL – Tec Labs. Rita supports researchers and entrepreneurs on a day-to-day basis in the development of their science and technology-based projects with impact.



Ana Prata

Professor & coordinator of the Innovation and Tech Transfer Education at FCUL. Ana has been involved in several sectors in the Business & Innovation area, having been a co-founder, member and mentor of startups related to healthcare, wellbeing and digital solutions.



Teresa Vieira

Professor at FCUL and ISCTE-IUL, specialist in management and administration with more than 30 years of experience in the creation and management of companies.



Bruno Reynolds

Oxentia consultant, specialist in technology transfer and commercialization, innovation and intellectual property management consolidated with solid foundations both on the academic and business sides.



Michael Mbogoro

Consultant and trainer at Oxentia, specialist in market prospecting, mapping and validation of new technologies and support for early-stage entrepreneurs in their entry into the market and attracting investment.

What's the Structure?

The training will take place between the 20th of June and the 11th of July on the dates below:

1

June 20th (in person): From idea to value creation



2

June 22nd (in person): Clients, users, and markets



3

June 27th (online): Fundamentals of Finance and Technology Valuation



4

June 29th (online): Intellectual Property and Marketing Strategies



5

July 4th (in person): Innovative business models and iteration



6

July 6th (in person): Culture and leadership



7

July 11th (in person): Final presentation of the projects developed by the participants and feedback from experts