

InterHEI

The interdisciplinary HEI Entrepreneurship Fostering Program

Research Infrastructure Commercialization Academy

Agenda

online on 14th, 21th of March, 4th, 11th, 25th of April and 9th of May with a final session on 16th of May 2024.

Organised by the Lodz University of Technology

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The Research Infrastructure Commercialisation Academy aims to disseminate knowledge about best practices, tools, and techniques for commercialising publicly funded research infrastructure relevant to the agrifood sector. It also aims to support participants to develop skills needed for providing innovation support to local or regional stakeholder communities, notably start-ups and SMEs, build cross border collaboration, and draw the attention of the national and international key agrifood industry players to their research infrastructure capacities and opportunities. The Research Infrastructure Commercialisation Academy program will be practical in nature and centres around a sequence of lectures, teamwork sessions, and assignments related to best commercialisation practices for research infrastructure.

Research Infrastructure Commercialisation Academy will focus on six substantive modules that address the interdisciplinary nature of publicly funded research infrastructures commercialisation as follow: The **first module** explains the methodology, what potentially could be commercialised by the scientific organisations, the roles of research infrastructures in agrifood industry innovation and how to analyse and identify the key commercially relevant research infrastructure. The **third module** offers advice and techniques on developing marketing collateral to promote unique infrastructures and competencies. Using different tools and techniques, the **second and fourth modules** elaborate on identifying potential partners/clients using specialist industrial and patent databases, and initiating contacts with potential partners through multiple channels, including cold calling, emails, LinkedIn and other platforms. The **fifth module** offers insight into the direct and indirect costs associated with the use of publicly funded research infrastructure for commercial purposes as well as factors influencing the price of such services. Finally, the **sixth module** teaches how to set up operational plans for risk and intellectual property management and deal with the challenges of public aid related to publicly funded research infrastructures. At the end of the programme, participants will be able to use different commercialisation mechanisms, tools, and techniques to enhance the commercial use and visibility of their publicly funded research infrastructure in the agrifood sector on regional, national, and EU levels.

The training session will last for seven days spread over two months. It will be delivered online via the Microsoft Teams video conferencing platform. Participation will require a stable Internet connection, a computer with microphone and camera, and the time commitment to actively participate in the entire Research Infrastructure Commercialisation Academy, on the online on 14th, 21th of March, 4th, 11th, 25th of April and 9th of May with a final session on 16th of May 2024.

During the Research Infrastructure Commercialisation Academy, participants will work on module assignments in pauses between the Academy's main sessions, practising each module learning, supported by mentoring and helpdesk functionality offered by the Research Infrastructure Commercialisation Academy organisers.

EIT HEI Initiative

Innovation Capacity Building for Higher Education



Please note that the programme will be intensive and require preparations, interactions with other participants, and submitting assignment reports supported by mentors of Research Infrastructure Commercialisation Academy. Participants are asked to ensure their full availability during the planned sessions.

The organisers made attempts to ensure appropriate work-life balance of the participants so that the Research Infrastructure Commercialisation Academy includes regular breaks, starting and finishing times matching the requirements of diverse time zones in Europe, and sufficient time allocated for teamwork during and between main sessions. We acknowledge the challenges of remote work and consider the possibility of family life interferences during the sessions. Still, we also need to emphasize the intended learning outcomes, quality of the programme and active participants' interactions. Therefore, we kindly request all participants to plan other parallel commitments in ways that would ensure their full availability during the sessions included in this agenda.

Time slots for specific sessions presented below are subject to change as the Research Infrastructure Commercialisation Academy is a collaborative process involving educators and participants.

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Research Infrastructure Commercialization Academy - Agenda

Note this is CET (Central European Time)

on 14th, 21th of March, 4th, 11th, 25th of April and 9th of May with a final session on 16th of May 2024.

<p>Day 1 14th March 2024 (Thursday)</p>	<p>12:00-12:30 - Introduction to the training programme, workshop agenda, modality of main sessions, break-out rooms' activities, modules assignments and mentoring framework</p> <ul style="list-style-type: none"> Maciej Ditrich, Lodz University of Technology <p>12:30-13:30 - Module 1 presentation: introduction to research infrastructure commercialisation and competitive advantage analysis</p> <ul style="list-style-type: none"> Krzysztof Siczek, Lodz University of Technology <p>13:30-13:45 - Coffee break (free time)</p> <p>13:45-14:30 - Teamwork (break-out room)</p> <p>14:30-14:45 - Team presentations and feedback</p> <p>14:45-15:00 - Introduction to module 1 assignment</p>
<p>Day 2 21th March 2024 (Thursday)</p>	<p>12:00-12:30 - Introduction to day 2 session and teams' presentation on module 1 assignment and feedback</p> <p>12:30-13:30 - Module 2 presentation: partner/customer discovery journey</p> <ul style="list-style-type: none"> Paweł Głodek, University of Lodz <p>13:30-13:45 - Coffee break (free time)</p> <p>14:45-14:30 - Teamwork (break-out room)</p> <p>14:30-14:45 - Team presentations and feedback</p> <p>14:45-15:00 - Introduction to module 2 assignment</p>



<p>Day 3 4th April 2024 (Thursday)</p>	<p>12:00-12:30 - Introduction to day 3 session and teams' presentation on module 2 assignment and feedback</p> <p>12:30-12:30 - Module 3 presentation: marketing collateral for research infrastructure</p> <ul style="list-style-type: none"> • Magdalena Gębosz-Krawczyk, Lodz University of Technology <p>12:30-12:45 - Coffee break (free time)</p> <p>12:45-13:30 - Teamwork (break-out room)</p> <p>13:30-13:45 - Team presentations and feedback</p> <p>13:45-15:00 - Introduction to module 3 assignment</p>
<p>Day 4 11th April 2024 (Thursday)</p>	<p>12:00-12:30 - Introduction to day 4 session and teams' presentation on module 3 assignment and feedback</p> <p>12:30-13:30 - Module 4 presentation: partner/customer engagement and communication</p> <ul style="list-style-type: none"> • Dagna Siuda, Lodz University of Technology <p>13:30-13:45 - Coffee break (free time)</p> <p>13:45-13:30 - Teamwork (break-out room)</p> <p>13:30-13:45 - Team presentations and feedback</p> <p>13:45-15:00 - Introduction to module 4 assignment</p>
<p>Day 5 25th April 2024 (Thursday)</p>	<p>12:00-12:30 - Introduction to day 5 session and teams' presentation on module 4 assignment and feedback</p> <p>12:30-13:30 - Module 5 presentation: cost and pricing models</p> <ul style="list-style-type: none"> • Sebastian Bakalarczyk, Lodz University of Technology <p>13:30-13:45 - Coffee break (free time)</p> <p>13:45-14:30 - Teamwork (break-out room)</p> <p>14:30-14:45 - Team presentations and feedback</p>



	14:45-15:00 - Introduction to module 5 assignment
Day 6 9 th May 2024 (Thursday)	<p>12:00-12:30 - Introduction to day 6 session and teams' presentation on module 5 assignment and feedback</p> <p>12:30-13:30 - Module 6 presentation: legal aspects, risk factors, and IP</p> <ul style="list-style-type: none"> Robert Blažlak, Lodz University of Technology <p>13:30-13:45 - Coffee break (free time)</p> <p>13:45-14:30 - Teamwork (break-out room)</p> <p>14:30-14:45 - Team presentations and feedback</p> <p>14:45-15:00 - Introduction to final assignment</p>

9th - 16th May 2024

Teams will start working on final assignment after the June 7th session, supported by online calls with a Research Infrastructure Commercialization Academy mentor upon team request (mock presentation, individual feedback, discussion about commercialisation plan and presentation techniques, time slots will be selected by each team), with the deadline for submitting the final assignment set as 23th May 2024. The final assignment will be presented in a final session to InterHEI partners, invited guests, and officials from Loyola and Lodz University via online video conference on 16th June 2024 (TBC).

Final session 16 th May 2024 (Thursday)	Please be informed the details of the agenda for this session will communicate later.
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