Valorization Workshop "From Idea to Market"

The LiI Valorization Work Package (WP7) and the Educational Team, in collaboration with the Nederlandse Orde van Uitvinders (NOVU), organize a valorization workshop on November 16th at the Max Planck Institute in Nijmegen. This workshop covers the whole innovation process spanning from a first idea to ultimately bringing your product onto the market, including the pitfalls. The workshop will be applied to the domain of language (technology) and is interactive in nature. There is thus ample opportunity to ask questions and to present your own case study for obtaining feedback. Further, an entrepreneur guest speaker – LiI member Nick Ramsey (UMC Utrecht) – will share his experiences in setting up a company related to LiI research.

Date: Monday, November 16, 2015

Location:
Max Planck Institute for Psycholinguistics
Wundtlaan 1, Nijmegen
Room 1.63

PROGRAMME

09.30 hrs.   Coffee / tea

10.00 hrs.   **First part 'from idea to market'**

This section covers the first phase in innovation, where ideas are translated into a (prototype of a) possible application or product. Not only will be discussed how to generate a good idea, but more importantly how you can translate it into an invention, as an idea is only the beginning. Next, it will be discussed why it is important to protect your idea or finding.

Other relevant topics:
  - The formula 3 x S + B: patent **s**earch, technical **s**earch and market **s**earch + writing a **b**usiness plan
    - The ITC diagram: **i**nnovation, completion **t**ime and **c**osts
    - Development and protection (IP)

11.30 hrs.   Coffee / tea

11.45 hrs.   **Personal case of entrepreneur and LiI member Nick Ramsey**

Nick Ramsey is a PI within the Language in Interaction consortium, and is head of the CNS research program of the department Neurology & Neurosurgery of the UMC Utrecht. In this program neuroscience applications (such as the BCI implant, clinical functional MRI) are tested. Nick Ramsey is also co-founder of Braincarta, a spin-off from the UMCU. He will tell about his experiences on how to build a company around a scientific concept.

12.30 hrs.   Lunch

13.00 hrs.   **Intellectual Property (IP)**

A guest speaker from Octrooicentrum Nederland will elaborate further on how you can protect your invention. What types of intellectual property are there, what are patents, why are they important, and how can you find existing patents?

Topics that will be discussed:
- Procedures
- Search
- Application
- How to read patents
- Licenses
- Do's & don'ts

14.30 hrs.   Coffee / tea

14.45 hrs.   Second part 'from idea to market'

This section starts with the next phase where you start to bring in more people, such as collaborators and possible funders. First, it will be discussed how you can find collaborators and pros and cons of different types of collaborators, such as:
- People inside your organization
- People outside your organization
- Market parties
- Via a joint venture

Next, you will be taught how you can distribute the revenues (=validation).

Further, possibilities for finding capital for the development will be discussed, such as:
- Own money
- Informal investors
- Venture capital
- Business angels
- Subsidies

The last part of this section covers necessary phases in the actual development of the product or application while common pitfalls are discussed. Conclusions and background literature are presented and there is room for questions.

16.00 hrs.   **Personal cases**

In the final part there is room to bring in your personal case for obtaining feedback or a group brainstorm. Participants are invited to send in their personal case or questions beforehand.

16.45 hrs.   **End of session**