

Blended Learning Seminar Program

Innovation & Entrepreneurship in Medical Science

13th, 14th, 21st, 23rd & 24th November 2023 – Guiding questions & Agenda

Seminar 1 – November 13th, 9 a.m. – 11 a.m.:

Two-hour online seminar on *"Why and how does innovation emerge from academic research?"*

1. What is innovation with regard to my scientific research results and expertise? **Definitions and transfer paths**
2. Why is innovation relevant for me as a scientist? **Benefits and career perspectives**
3. How does innovation fit into my daily work? **Good practices and success factors**

Seminar 2 – November 14th, 9 a.m. – 11 a.m.:

Two-hour online seminar on the topic of *"Identifying market potential and presenting it transparently"*

1. Why market orientation? **Classification of market and environment analyses in the context of scientific institutions**
2. Correctly classify market research approaches - markets, customers, competitors, trends & co. **Market definition, market volume and market potential, methods for estimating the size of a market**
3. Methods and procedures for conducting a market analysis
Tips and tricks for primary research and creative methods in secondary research

Seminar 3 – November 21st, 9 a.m. – 11 a.m.:

Two-hour online seminar on the topic *"Identifying fields of application and addressing target groups"*

1. What is my research relevant for? **Identify and prioritize fields of application**
2. For whom is my research relevant? **Identify and analyse target groups**
3. How do I communicate with potential target groups? **Best practice science communication and direct approach to external stakeholders**

Seminar 4 – November 23rd, 9 a.m. – 11 a.m.:

Two-hour online seminar on the topic *"Start-up process: foundation, team, financing and company structure"*

1. How do I start a company in the field of life sciences? What should I consider in the process?
2. What makes a good team for a start-up? **Identifying roles in the company**
3. How do I finance a start-up? What are the differences between banks, investors and funding?
4. How do I build a company?

Interactive and practice-oriented day workshop as a classroom event –

November 24th, 11:30 a.m. – 5:30 p.m.:

Practicing the contents of seminars 1-4 by using thematically specific case studies

PLEASE NOTE: All events can also be booked separately.

MORE INFORMATION

Via <https://tinyurl.com/yr3cd8u4> or QR Code below underneath

CONTACT

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