

PoC Training Program

Accelerating the commercial and business potential of your research project

OBJECTIVES

PROGRAM

CALENDAR

OPTIONAL: MENTORING AND PROTOTYPING

CSIC
IRTA
URV



Parc de Recerca
UAB

Dates

January – May

Time

10:00 – 14:00

Place

Sala Polivalent, Edifici Eureka

Language

English

Objectives

- Encourage an innovative mindset: creativity, teamwork, leadership, etc
- Live processes of spontaneous creativity and co-creation
- Understand all the key factors that foster creativity and innovation in teams and organisations
- Identify key roles in innovation processes
- Learn about the Design Thinking tool to strengthen research within your projects

Program



Day 01

2 hrs.

- **Introduction. Understanding your own profile and motivation. The entrepreneurial mindset**

- *Diana Pinos*

This session explains how creativity works in individuals and in teams. We will learn what block creative potential and discover how to produce more ideas per minute and how to identify the best ideas in brainstorm and sketch storming sessions. Finally, we will reveal some inspiring tips to guide students towards building an entrepreneurial spirit during a creative process.

2 hrs.

- **Agile methods for project development: Design Thinking and other methods**

- *David Hernández*

The “From Idea to Prototype” workshop is an approach to the process of transform a simple idea into a real project. By using a concrete example, we will see how an idea is fed by the Design thinking process until it becomes an award-winning project with international impact.

The first part of the session, will enable an understanding of the Empathy, Definition, and Ideation stages of Agile Methodologies. Participants will create a fast idea project and put the steps they have learned into practice. The second part of the session, will emphasize the importance of Prototyping and Testing Concepts.

Day 02

4 hrs.

- **Customer discovery/Defining who your customers and stakeholders are/How to interview customers/Business Model Canvas**

- *Consuelo Verdú*

This session, will discuss Lean Start-up methodology and provide different tools for identifying problems and validating the proposed solutions.

Day 03

2 hrs.

- **Leadership and teamwork/Difference between discovery and execution/Most Valuable Player (recognize excellence in and individual contributions to a group effort)**

- *Pedro Olivares*

According to Techstars, 65% of start-ups fail because of people-related issues. In this session, we will work on some keys to be among the 35% success rate. We will discuss how to set clear leadership roles, define the founding SWOT team and establish an aligned mission, Values, Roles and Responsibilities

2 hrs.

- **Creating a spin-off: Partnership Agreement and legal forms.**

- *Sara Mirabete*

This session is designed to provide general thoughts in relation to the most adequate vehicle to use to develop and commercialize our idea. It will also, make a brief introduction to the different elements that must be taken into consideration when conceptualizing and negotiating shareholder agreements, both among founders and at a later stage, between founders and investors. We will analyze the value and role of an Advisory board as well as. Partnerships and Licensing.

Day 04

2 hrs.

- **Public and Private Funding**

- *Lidia Aguilera*

This session will provide information about public funding for R&D projects. We will explain the requirements that apply to this kind of funding, the main concepts that can be financed, and the main funding programs currently available and their characteristics. At the end of the session, we will explain the general framework for preparing a proposal to obtain public funding and the different types of private investors.

2 hrs.

- **Economic and financial plan: costs and revenues/ Strategy tools: SWOT, PESTL, Zoom out & Zoom in**

- *Javier Aguilar*

This session discusses the main challenges entrepreneurs face when financing their new ventures. We will describe some of the tools and techniques to overcome these challenges and some insights into raising money.

Day 05

2 hrs.

- **Impact presentations**

- *David Hernández*

With this session of high impact presentations, we will take a tour of the different types of verbal and oral presentations that a project requires for correct dissemination. From elevator pitch, voice impact and even the correct visual implementation of a presentation. We will see examples that show the importance of the sum of all these elements, as well as have time during the session to learn about simple, but very useful, tools for making presentations.



Mentoring

During 7 weeks, the projects will have personalized support by market experts for 7 weeks to validate customer discovery, confirm whether the project addresses the problem identify the value of the propos.

In this module, participants will be able to put the theory of customer discovery and Business Canva into practice.

Prototype

Once the problem and the solution proposed by the project have been validated, the participants will be able to develop the visualization of their prototype with the help of UAB Open Labs and the Fluxus company.

Calendar



JANUARY

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FEBRUARY

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MARCH

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APRIL

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MAY

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29	30	31				

- Training sessions
- Start mentoring
7 sessions
- Start prototype
3-4 weeks
- Group follow-up meeting
- Easter break
- Presentation simulation
- Demoday

PoC Training Program

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