



## **FROM LAB TO MARKET**

WORKSHOP ON ENTREPRENEURSHIP AND  
TECHNOLOGY COMMERCIALIZATION IN PARMA AND  
VIENNA, 2-7 MAY 2019

With Professor Buddy D. Ratner, University of Washington

## THE AIM

AIT wants to raise awareness for entrepreneurship and different ways of exploiting research results and commercializing technologies. As one measure, AIT aims at implementing a training for its PhD students and employees on what to consider when planning to start up their own business and getting first hands-on experience. For this purpose, AIT teams up with the University of Parma, Italy, with both institutions having extensive experience in training and consulting on these issues and providing dedicated services for entrepreneurs, as well as offering training modules with Prof. Buddy D. Ratner, who is teaching entrepreneurship in life sciences at the University of Washington.

## THE BACKGROUND

AIT has established a Poster Award for its Master and PhD students, Junior Scientists and Junior Research Engineers back in 2010. The young talents are asked to present their research results with a focus on ideas and opportunities to commercially exploit these results on a mid- to longer-term basis. For the past ten years, this award is organized in cooperation with tecnet and accent on an annual basis. In addition, a two-day seminar on entrepreneurship was organized by AIT twice. Prof. Buddy D. Ratner was invited to give an “intensive introduction to technology commercialization” covering the range of issues from basic principles of entrepreneurship to financing and IP issues up to key elements of a business plan. These valuable experiences and activities are now integrated into a training program for entrepreneurship and technology commercialization in cooperation with the University of Parma, Italy, so that the participants get a more in-depth knowledge on the main issues and aspects. The modules are organized in a way that participants can work on the various aspects of a business plan already during the training period.

## INVITED PARTICIPANTS

AIT PhD students are invited to participate in this training.

**Deadline** for registration is **Monday, March 25** under [entrepreneurship@ait.ac.at](mailto:entrepreneurship@ait.ac.at)

PhD students from the University of Parma are invited to participate, with registration to Parma session or to both Parma and Vienna sessions.

**Deadline** for registration for Parma students for the Parma session is **April 24 at the following link:** <https://elly.postlaurea.unipr.it/2018/mod/reservation/view.php?id=429>

For registration for Parma students for the Vienna Session, please send an e-mail to: [roberto.corradini@unipr.it](mailto:roberto.corradini@unipr.it)

## TIME SCHEDULE

**May 1** Arrival of students from Vienna in Parma

### Venue location in Parma

Centro Santa Elisabetta, University Campus,  
Parco Area, Via delle Scienze, 181, 43124 Parma

**May 2** Morning-Lectures by **Prof. Buddy D. Ratner**

9.00-10.30 Class 1: An Overview of Entrepreneurship and Commercialization Principles  
Communication and the elevator speech (pitching your ideas)

10.45-12.15 Class 2: Companies – what are they and why do they exist?

12.15-14.00 Lunch break

14.00-17.00 Lectures by **Dr.Sébastien Bareyt**, Examiner of the **European Patent Office** .  
Patent basics and European Patent Office procedures and services.

**20.00 Dinner at 'Trattoria dei Corrieri'** (Str. Conservatorio, 1, in the city center)

**May 3** Morning-Lectures by **Prof. Buddy D. Ratner**

9.00-10.30 Class 3: Markets, Needs, Opportunities, Risk (market vs. technology)

10.45-12.15 Class 4: Start-up financing; basic finance principles

12.15-14.00 Lunch break

14.00-15.00 Seminar by **Marco d'Alessandro** , **Lenovys**-Innovation in Industry.

15.00-16.00 Lecture by **Dr. Alain Marengi- ASTER** - High Competencies and Startup Unit- Support for start-up companies in the Emilia Romagna Region.

**May 4-5** Transfer to Vienna

**Venue location in Vienna**

AIT Austrian Institute of Technology

Giefinggasse 2, 1210 Vienna, meeting room M1

**7 pm:** Joint dinner at Restaurant Schreiberhaus (Rathstraße 54, 1190 Wien)

**May 6** Morning-Lectures by **Prof. Buddy D. Ratner**

09.30 – 11.00 Class 5: Write your business plan

11.15 – 12.45 Class 6: Innovation; Ethics; Marketing; other skills

12.45 – 13.30 Lunch break @ AIT cantina (seats reserved “Ratner group”)

13.30 – 16.30 Lecture by **Dott.mag. Palmiro Torre**, MBA, on International Private Law

**5 pm: Joint departure to Vienna city center and one-hour guided city walk, leisure time afterwards**

## May 7

09.30 – 12.30 Workshop on commercialization (**Hans-Peter Blahowsky**, AIT Coach for Business Managers)

12.30 – 13.00 Lunch break @ AIT cantina (seats reserved “Ratner group”)

13.00 – 14.00 Guided tour through 3 AIT labs

- Molecular Diagnostics Lab (Scientist Manuela Hofner)
- SmartEST Lab (Scientist Joachim Schulz)
- Battery Lab (Scientist Arlavinda Rezqita)

14.00 departure

## PARTNERS

**AIT AUSTRIAN INSTITUTE OF TECHNOLOGY** is strategically positioned as a key player in the Austrian and European innovation system by performing applied research and enabling the market exploitation of innovative infrastructure related solutions.

**THE UNIVERSITY OF PARMA** is one of the oldest university in the world, founded in the 10<sup>th</sup> century. The Department of Chemistry, Life Sciences, and Environmental Sustainability is particularly renowned for their research and has obtained approval as Department of Excellence by the Italian Ministry of Research in 2018

The **EUROPEAN PATENT OFFICE in Munich** is one of the organs of the **European Patent Organization** and is the reference institution in Europe for evaluation of patents and patent database services.

The **AUSTRIAN PATENT OFFICE** is the Austrian institution when it comes to protecting technical Innovations, trademarks and designs from unauthorized use.

**ASTER (Area S3)**. **ASTER** is the Consortium for innovation and technology transfer of Emilia-Romagna. Its partners are the Emilia-Romagna Regional Government, the six Universities and the National Research Centres located in the region (the National Research Council-CNR, the Italian National Agency for New Technologies, Energy and Sustainable Economic Development-ENEA, the National Institute for Nuclear Physics-INFN), the Regional Union of Chambers of Commerce, working in collaboration with regional Business Associations and Innovation Centres. ASTER works in collaboration with enterprises, universities, research centres and institutions for the development of the innovation ecosystem of the territory.