AARHUS UNIVERSITY

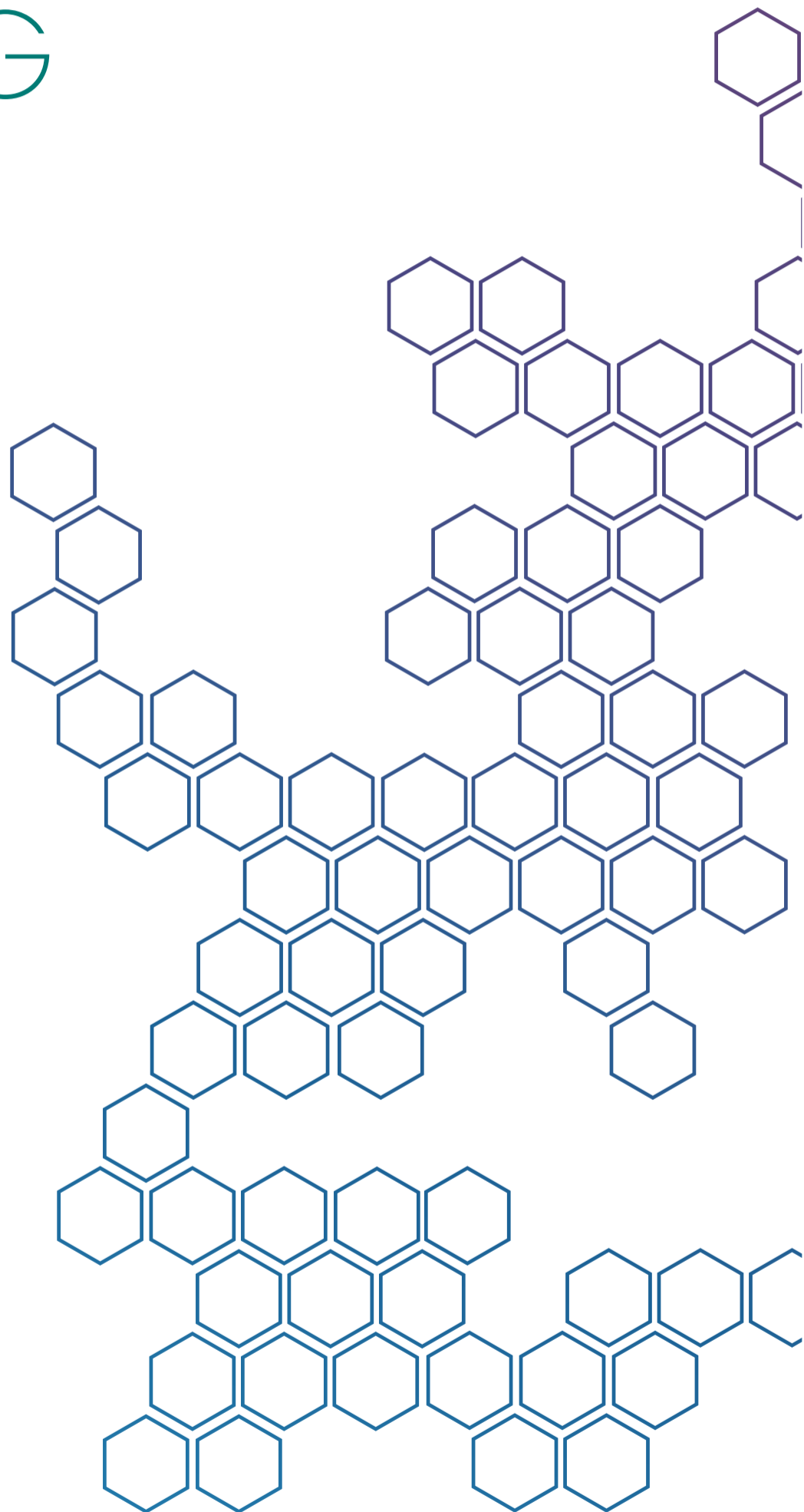# CREATE IMPACT FROM AMAZING RESEARCH

FALL PROGRAM 2020

Your research could change the world. Impact is the new research excellence. If you are working on an idea or an interesting research project/invention and want to explore how it can create an impact, we can help you.

READ MORE AT AU.DK/SFS

The program is open to all Ph.D.s, Post Docs, and other personnel from Aarhus University

Read more about the program on the following pages.

SCIENCE 2.0 FOR SOCIETY

Interreg
Öresund-Kattegat-Skagerrak
European Regional Development Fund

EUROPEAN UNION

ABOUT SCIENCE FOR SOCIETY

Do you want to get your research off of the bench and launched into new directions?

Perhaps you would like to explore the potential for your research in a commercial context, or to receive some guidance on utilizing your research findings to launch a new spin out? Then Science for Society is here to help you.

Science for Society is a learning platform for Ph.D. students, Post Docs and other personnel at Aarhus University. We offer hands-on courses and workshops in entrepreneurship competencies, commercialization, value-added opportunities and more.

All of our workshops are free of charge - whether they are scheduled in the program or customized to your needs.

CUSTOMIZED WORKSHOPS

At Science for Society, we aim to give the best guidance possible; therefore, we offer specialized workshops tailored to meet your or your department's unique interests and challenges. Below are some examples. The full list can be found **HERE**

Business Model Canvas

By using nine simple components you can design a business model which can be used for many different purposes. Components include: identifying users, key resources, stakeholders and partners etc.

The business model can also be used to delve deeper into the different aspects of your research.

Explore the assets in and around your research

An assets inventory is an exploratory process that aims at recognizing, listing and categorizing intellectual assets in your research – both tangible and intangible.

Listing assets in this way supports processes or tacit knowledge. Assets - also those that are initially hidden - become visible because these components are seen from new angles and not just within your primary research.

Collaboration Planner

How do you establish collaborations and approach companies with your research ideas?

Turn your research into impact and learn how to build relationships and plan projects in this practical workshop.

Explore how you can increase the impact of your research

A lot of research has the propensity to create value both inside and outside of academia; however, it can be challenging to recognize the opportunities and to communicate the core values in layman's terms.

Through the "Value in Research Canvas" you will decipher how you can put your research into play.

Pitching

How can you communicate your research value to potential partners, users, industry or funds? Doing a convincing pitch is not as easy as it seems. After this workshop, you will have the tools to prepare the perfect pitch for a broad range of stakeholders.

We often include people from industry to offer a commercial viewpoint on individual topics.

If you would like a customized workshop, we ask that you gather at least 10 people to join.

Please contact **Anne Sofie Bramsen Dahlmann at asb@au.dk** if you would like to arrange a customized workshop, need advice or if you have ideas or concrete topics for talks or workshops.

FALL PROGRAM 2020

NON-DISCLOSURE AGREEMENTS AND NON-CONFIDENTIAL CONVERSATIONS

Do you have an idea or new invention that needs industry validation or collaboration in order to move forward? This presentation will offer guidelines to help you prepare for a company meeting in which you plan to discuss your early idea or invention, whether the company agrees to sign a non-disclosure agreement or not.

Speaker: Peter Horn Møller, Marigold Innovation

WHEN: 24TH OF SEPTEMBER 2020

TIME:10.00-12.00

WHERE: THE KITCHEN

SIGN UP

BUSINESS MODEL CANVAS - A PRACTICAL WORKSHOP

You will get the tools and the know-how to build a business model based on your research or a given project. By using nine simple components, you can design a business model, which can be used for many different purposes; such as identifying users/customers, key resources and partners. The model can be used to get a better overview of your work.

Speaker: Astrid Høegh Tyrsted, Science for Society

WHEN: 30TH OF SEPTEMBER 2020

TIME: 9.15-12.00

WHERE: THE KITCHEN

SIGN UP

CUSTOMER DISCOVERY WORKSHOP - INTERVIEW GUIDE

The interview guide is intended to help researchers structure their approach to their stakeholders/users before they contact them. It is a short checklist for researchers who want to do customer discovery interviews and engage with users, stakeholders or collaboration partners outside of academia. They might find it useful in their efforts to learn more more about the market or a clinical unmet need, in testing their minimal viable product or in filling out their Business Model Canvas with valid assumptions.

Speaker: Astrid Høegh Tyrsted, Science for Society

WHEN: 7TH OF OCTOBER 2020

TIME: 9.15-11.00

WHERE: THE KITCHEN

SIGN UP

COLLABORATION PLANNER – HOW TO IDENTIFY AND CONTACT IMPORTANT STAKEHOLDERS

How do you establish collaborations and approach companies with your research ideas?

Turn your research into impact and learn how to build relationships and plan projects in this hands-on workshop.

Speaker: Eoin Galligan, Business Developer, AU

WHEN: 28TH OF OCTOBER 2020

TIME: 13.00-16.00

WHERE: THE KITCHEN

SIGN UP

DESIGN THINKING – UNLEASH THE POTENTIAL FOR VALUE CREATION IN YOUR UPCOMING AND ONGOING PROJECTS

Learn how to use design thinking as a strategic tool in your research project. Design thinking is all about people – understanding their needs, pains and desires. This workshop shows you how to use empathy to drive project development. Design thinking has become a very popular approach for handling a wide range of development processes. It is both a mindset and a method consisting of several sub-processes that can be applied in order to define, develop and implement projects that create more value to the surroundings.

Speaker: Helle Meibom Færgemann, Special Consultant, AU

WHEN: 26TH OF NOVEMBER 2020

TIME: 9.15-12.00

WHERE: THE KITCHEN

SIGN UP

SPIN OUT PROGRAM

This program supports the early development of potential academic spin outs. It is inspired from the Lean LaunchPad method aiming at creating early learnings about your customers, market and value proposition. It is an iterative process of business modelling, where you will be asked to get out of your daily research setting and learn from interviews, observations, data collection etc.

The program will run over 10 weeks, where there will be mandatory workshops and an intro meeting the 7th of October. In between each workshop, you are obligated to have a meeting with one of the instructors in the spin out program team so we can help you with your progress.

Objective:
The objective is to develop a business model and increase the progress for spin out teams and their projects. By the end of the program, the teams will have an in-depth understanding of their projects and also be closer to what their value proposition is and what a potential demand for their solution looks like.

Workshop dates:

- 7th of October, 11-12: introduction meeting
- 21st of October, 9.15-12: value proposition and customer segments
- 4th of November, 9.15-12: channels and customer relations
- 19th of November, 9.15-12: key partners, activities, and resources
- 2nd of December, 9.15-12: cost and revenue models
- 15th of December, 9.15-12: next step panel

To join the program, it is also mandatory to take part in the following workshops (or to show sufficient skills in these fields in another ways):

- Business Model Canvas (30th of September)
- Customer Discovery (7th of October)
- Design Thinking (26th of November)

NDA
All participants and guests will be asked to sign a confidentiality agreement in the beginning of the program.

Notes and Expectations:

- This course does not grant ECTS points
- Each team MUST have at least one participant from the team as a representative at each workshop/individual meeting
- We expect that all participants prepare for each workshop by watching the relevant video lectures in advance
- We expect that each team conducts at least 10 interviews between each workshop
- As this is an intense and time consuming experience, each participant is expected to contribute to their team

If you would like to be a part of this program or if you have questions, please contact:
Anne Sofie Bramsen Dahlmann at asb@au.dk

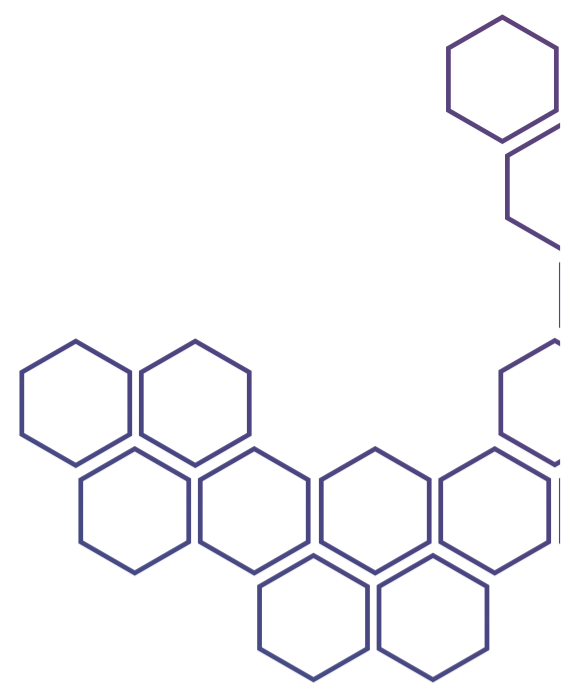Instructors: Chantelle Dana Driever, Astrid Høegh Tyrsted and Anne Sofie Bramsen Dahlmann

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SPIN OUT PROGRAM

WHEN: 7TH OCT - 15TH DEC 2020

WHERE: THE KITCHEN

SIGN UP

ABOUT US

ANNE SOFIE BRAMSEN DAHLMANN

Anne Sofie is the project manager for both Science for Society and Open Entrepreneurship. These programs offer researchers the opportunity to gain entrepreneurial training and hands-on help to translate their research into startups or otherwise create value for society. Anne Sofie was first introduced to entrepreneurship during her studies, where she started a company that focused on content marketing, and later helped to scale an IT startup as department manager and communications manager. She then began a consulting career in change management, LEAN and organizational psychology before landing at AU again. You can contact Anne Sofie at **asb@au.dk**

ASTRID HØEGH TYRSTED

Astrid is a development consultant in Science for Society 2.0. Astrid has a Master of Arts in Experience Economy and has been working at the Aarhus based science park, INCUBA, for several years. She has been working with innovative companies, startups and mentoring. Astrid also has experience working with the intersection between Aarhus University and the corporate world under the project Navitas Science and the former Studentervæksthus Aarhus. Astrid is an entrepreneur herself and has been involved in the startup community in many different areas. You can contact Astrid at **aht@au.dk**

CHANTELLE DANA DRIEVER

Chantelle is a development consultant for Science for Society 2.0 with a focus on the faculties of Health, Natural Sciences and Technical Sciences. Chantelle has a BSc in Biomedical Engineering and a PhD in Chemical and Biomolecular Engineering. She also co-founded a Danish start-up selling sustainable and innovative baby items. Before joining Science for Society she was working in need-driven medtech innovation in the BioMedical Design Fellowship Programme. You can contact Chantelle at **cdd@au.dk**