



Mladi upi 2022 / Young Hopes 2022

Delavnica za mlade podjetnike, inovatorje, doktorske študente in druge zainteresirane z JRO

Workshop for young entrepreneurs, innovators, PhD students from PROs

7. april 2022 (10:00 - 14:00; Ljubljana Time, CEST)

Location: Virtual event via Zoom

Prosimo vas za prijavo preko Eventbrite. / Please register via Eventbrite.

<https://www.eventbrite.com/e/mladi-upi-2022-young-hopes-2022-tickets-296870095447>

Udeležba je brezplačna. / Participation is free of charge.

After registration you will receive the link to the virtual event via Zoom

Dogodek bo potekal v slovenščini. / The event will be held in Slovenian language.

Dodatne informacije / Additional information: tehnologije@ijs.si

Organizator / Organizer:

Center za prenos tehnologij in inovacij / Center for Technology Transfer and Innovation.

Na delavnico so vabljeni podjetni (mladi) raziskovalci in podoktorski študenti, študenti, dijaki, drugi inovativni posamezniki in potencialni podjetniki, spin-out timi v nastajanju, in drugi podjetni raziskovalci z javnih raziskovalnih organizacij.

Workshop is aimed at young entrepreneurial researchers and students, PhD students or postdocs, and teams looking to set up spin-out companies, as well as other innovative individuals and potential entrepreneurs, employed at public research organizations.

Na dogodku bodo predavali sodelavci Centra za prenos tehnologij in inovacij. / The lecturers are professionals from the Center for Technology Transfer and Innovation.

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PROGRAM / PROGRAMME

7. 4. 2022 | Location: Virtual event via Zoom

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| 10:00 – 10:10 | <p>Welcome and introduction of the workshop <i>Mag. Robert Blatnik</i></p> <p>Research as a business? A walkthrough of a business model creation and available support.</p> |
| 10:10 – 11:00 | <p>What is intellectual property and how can I create and protect it? <i>Dr. Levin Pal, Tomaž Lutman and dr. Marijan Leban</i></p> <p>Intellectual property is one of the key resources of a business model. How to make an invention disclosure to your employee? How do I assess the commercial opportunity and potential impact? How do I draft a patent application and search for prior art? What are the most important tasks of an inventor in the process of drafting invention disclosure?</p> <p><u>Hands-on exercise of preparing an invention disclosure.</u></p> |
| 11:00 – 11:20 | <p>How to fund an innovation-creation cycle / from idea to product <i>France Podobnik and Tomaž Lutman</i></p> <p>Financial resources are one of the main drivers of any business model. Overall presentation of public funding possibilities. EU and national funding programmes (Horizon Europe, ARRS, Proof of Concept, Slovene Enterprise Fund, NOO, RRI).</p> |
| 11:20 – 11:40 | <p>Building partnerships <i>Mag. Marjeta Trobec, Matej Mrak and France Podobnik</i></p> <p>Trustful and valuable partners are essential for any relationship. How can we identify partners, which channels are available and how can we propose our value in the creation of innovation?</p> <p>Services of Enterprise Europe Network and the Consortium for Technology Transfer</p> |
| 11:40 – 12:00 | <p>Break</p> |
| 12:00 – 12:15 | <p>What is a spin-out / start-up and how to draft my first business model? <i>Mag. Robert Blatnik</i></p> |
| 12:15 – 12:45 | <p>Business model creation (Part I) <i>Mag. Robert Blatnik</i></p> <p>Define the customer and value proposition.</p> <p><u>Hands-on exercise of preparing a business model by using a Business model canvas.</u></p> |
| 12:45 – 13:10 | <p>Business model creation (Part II): Using cost structure to maximise profit <i>Tomaž Justin, MBA</i></p> <p>Hands-on exercise of understanding financial statements (cost structure and revenue streams).</p> |

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| 13:10 – 13:40 | Business model creation (Part III) Mag. Robert Blatnik Plan the business operation. Prepare your pitch. <u>Hands-on exercise of preparing a business model by using a Business model canvas.</u> |
| 13:40 – 13:50 | Break |
| 13:50 – 14:00 | Communicate your innovation value proposition! Robert Premk and mag. Marjeta Trobec Publish your pitch! Priložnosti za sodelovanje, SO novice, Technology offer possibilities, Development opportunities etc. |
| 14:00 – 14:05 | Summary of the workshop / next steps for preparing the technology invention with your colleagues. |
| 14:05 | End of the workshop |

ABOUT THE LECTURERS

Mag. ROBERT BLATNIK (CLP) is senior technology transfer manager, expert for spin-out companies, organizer and lecturer at the (inter)national educational and networking events. He actively supported researchers in founding 11 spin-out companies. His main area of expertise is information-communication technologies (ICT). Member of Enterprise Europe Network ICT Sector Group.

Dr. Levin Pal is head of the group for intellectual property rights protection, licensing, commercialization and sales with extensive experience in the mentioned fields. In 2020-2021 he was chair of Enterprise Europe Network BioChemTech Sector Group. Vice-president of Association of Technology Transfer Professionals in Slovenia. His main area of expertise are biochemistry and life sciences.

Tomaž Lutman is technology transfer manager supporting researchers on intellectual property rights, licensing and commercialization, (European) project proposals and international partner search. His main area of expertise is chemistry and (advanced) materials. Member of Enterprise Europe Network Materials Sector Group.

Dr. Marijan Leban is senior technology transfer manager with extensive experience in knowledge transfer in university and research organization environment. He supports researchers in the field of intellectual property rights, licensing and with the further development of technologies in the scope of internal Proof of Concept fund at the Jožef Stefan Institute.

France Podobnik is head of the group for cooperation with industry, identification of topics for cooperation with researchers, establishing international connections with foreign partners, providing support to companies in access to finance and advisory services, accompanied with the activities of the Jožef Stefan Institute Digital Innovation Hub.

Matej Mrak is industry liaison manager for establishing cooperation between companies and researchers, organizing meetings, identifying topics for cooperation, preparing contracts, participating as lecturer at

(inter)national events, and has experience in the field of intellectual property rights, technology assessments and technology commercialization.

Mag. Marjeta Trobec (CLP) is head of group for promotion activities, organizing (inter)national networking events and conferences, publishing of promotional and expert publications, (inter)national project proposal preparation, etc. She supports researchers and companies on the technological field.

Tomaž Justin, MBA, is industry liaison manager for establishing cooperation between medium-sized and large companies and researchers, identifying technological topics for joint development at the Institute, providing support with financial aspects of research projects, preparing project proposals and deliverables, along with the activities of the Jožef Stefan Institute Digital Innovation Hub.

Robert Premk is technology marketing specialist for communication with companies and partner search, promotion, organizing (inter)national networking events and preparing different promotion materials, newsletters, articles, etc.