

## Workshop program "Mladi upi 2025", Jožef Stefan Institute

### "From Research to Business"

24th of October 2025, 10:00 – 15:15

Time	Topic	Format & Content
10:00–10:05	<b>Welcome address</b>	
10:05–10:15	<b>Introduction &amp; Objectives</b>	Workshop overview, aligning goals with IJS researchers
10:15–10:45	<b>Why Early Market Positioning Matters</b>	Interactive lecture: aligning R&D with market demand, avoiding late-stage rework
10:45–11:00	<b>Coffee Break</b>	
11:00–12:00	<b>Market Analysis &amp; Competitive Landscape</b>	Group work: defining use-cases, mapping target segments, sizing opportunities
12:00–13:00	<b>- Basics of Intellectual Property</b> <b>- Advantages of the Provisional Patent Application</b>	Lecture on the basics of intellectual property, types of IP, methods of protection, and the functions of intellectual property offices.
13:00–13:30	<b>Lunch Break</b>	
13:30–14:00	<b>Adoption Barriers &amp; Value Chain Mapping</b>	Practical exercise: regulatory, procurement, and operational challenges
14:00–14:45	<b>Market Validation Tools</b>	Role play & templates: testing interest with prospective partners/licensees
14:45–15:00	<b>From Validation to Action Plan</b>	Translating insights into decision briefs, commercialization strategies, and funding applications
15:00–15:15	<b>Wrap-up &amp; Evaluation</b>	Discussion of next steps for applying methods to IJS projects

Time slot from 12:00-13:00 will be covered by SIPO (**Urad Republike Slovenije za intelektualno lastnino** (v angleščini: *Slovenian Intellectual Property Office*)), and all the others will be performed by Unico (Business Consultancy for Tech Innovations, [www.unicoanalytics.cz](http://www.unicoanalytics.cz)).