

## ArTiS-Workshop

### Commercialization of Research Outputs: Theory and Practice

Organized by

**SUNUM Sabanci University Nanotechnology Research and Application Centre**

and

**Sabanci University Faculty of Engineering and Natural Sciences,  
Istanbul, Turkey**

Dates: April 5 – June 21, 2021

#### **Aim**

To facilitate the development of new skills and perspectives for evaluating the outputs of academic research projects (inventions) for developing new applications and markets.

#### **Who are the ArTiS teams?**

Teams that develop commercialization strategies with the aim of creating socio-economic added value from academic research results through university-industry collaborations.

#### **Who can participate?**

- Individuals with entrepreneurship tendencies who are undergraduate (3<sup>rd</sup> year), post-graduate or post-doctoral studies in any field of specialization.
- Each team consists of 3-4 people from different disciplines.
- Individual applications are evaluated to form teams balanced with different specialties.

#### **Is technical or business development knowledge and experience required?**

Since it is aimed to form multi-disciplinary teams, anyone interested in gaining experience in the stages of commercializing of research results can apply. Technical and / or operational knowledge and experience is not required. However, the entrepreneurial spirit and approach are essential.

#### **Program structure**

- The workshop will be managed by a coordinator from SUNUM.
- Each team will receive a file containing relevant information about the results of a specific research project to be commercialized
- An expert will be assigned to each team from SUNUM Business Development department.
- Each team will discuss the possible real-life applications of the “invention” and investigate the validity of their ideas through meetings with sector representatives under the guidance of SUNUM Business Development Specialists.
- Teams will share their progress reports with other teams every week.
- Teams will present their reports at the end of the program and discuss the commercialization potential of the invention assigned to them.
- An award will be given to the most successful team.
- Participation is free of charge.

### **When?**

- Weekly Group and Team meetings will be held between **April 5 - June 21** (10 Weeks).
- The total work load is 10 hours per week:
  - ✓ Each team member is expected to allocate 4 hours a week for participation to workshop programs. (1-hour lecture per week via Zoom in accordance with the attached program, 2 hours per week for the discussions of progress reports, 1-hour per week for meetings with the team leaders, 6 hours per week for special field studies and report preparations.

### **What will I gain?**

- Knowledge and skills associated with commercialization stages of an invention
- Teamwork and team management.
- Identifying the key commercial potential of a technology or product.
- Identifying competitors and potential collaborations.
- Identifying and contacting relevant industry experts and improving information collecting skills.
- Creating a personal network.
- Learning the methodologies used for the commercialization of new technologies.
- Skills of filtering evaluating and validating data collected from different sources.
- Developing skills for making technical presentation to non-technical audiences.

### **Intellectual property issues?**

- Members of all teams will sign a "Non-Disclosure Agreements".
- All participants in the program will declare in advance that they will not expect any commercial rights or benefits in case commercialization.

### **How to apply?**

Applications will be made with an up-to-date CV and a letter of interest to [artis.sunum@sabanciuniv.edu](mailto:artis.sunum@sabanciuniv.edu).

If the applicant has preferences for working with another applicant in a team, he/she is expected to name the person and express reasons. All applicants will be expected to take a "Entrepreneurship tendency" test.

## PROGRAMME

### Introduction: Why Commercialise and How to Approach?

**06 April 2021**                    **Entrepreneurship: Opportunities and Risks**

**17:00 – 18:00**                    **Prof. Dr. Susanne Durst - Tallinn University of Technology, Estonia**

Basic concepts of entrepreneurship, opportunities and risks brought by entrepreneurial activities will be given. The participants will learn about basic characteristics of successful and unsuccessful entrepreneurs as well as how to minimize potential risks.

**13 April 2021**                    **Business Development Models and Processes**

**17:00 – 18:00**                    **Mr. David Massz – Serial Entrepreneur & Business Angel**

Generation of successful ideas and converting them into a successful business is crucial, time consuming, requires different skills and resources. The participants will learn how to create a business by implementing different models and processes with particular emphasis on experience sharing.

**20 April 2021**                    **Innovation and Measuring Innovation Success**

**17:00 – 18:00**                    **Prof. Dr. Helena Forsman – SUNUM (Visiting Researcher), Finland**

The aim will be to increase the awareness and knowledge of participants on innovation, types and degrees of innovation as well as measuring innovation. The participants will learn to measure the success of innovation and understand the indicators for measurements.

**27 April 2021**                    **Novelty Search: What is new?**

**16:00 – 17:00**                    **Mr. Bjorn Jurgens – EU IP Helpdesk & IDEA, Spain**

New and disruptive ideas is critical for success of innovation and technology-based entrepreneurship. The participants will learn how to conduct novelty search and tools for novelty search to test if their ideas are new or unique.

**04 May 2021**                    **Evaluation of Ideas; Business Model Canvas**

**17:00 – 18:00**                    **Doç. Dr. Pelin Demirel – Imperial College London, England**

The aim will be to introduce methods such as Business Model Canvas to evaluate business ideas. The participants will acquire knowledge about evaluation of business ideas and the better skills to use Business Model Canvas for their project.

**10-14 May 2021**                **BREAK**

**18 May 2021**                    **How to Use Patents as a Venture Idea?**

**17:00 – 18:00**                    **Ms. Pia Bijork – European Patent Office, Germany**

One source of entrepreneurial ideas is patents. The aim will be to help participants to gain skills for efficiently utilizing patents and patent databases to create new ventures as well as demonstrate the benefits and risk of patents for new business.

**25 May 2021**                      **Access to finance: Available funds for innovative ideas**

**17:00 – 18:00**                      **Assoc. Prof. Dr. Serdal Temel – SUNUM (Visiting Researcher), Turkey**

The aim will be to increase awareness of participants about national and international grants for new ideas such as BİGG and European Innovation Council Accelerator Funding-EIC (formerly known SME Instrument). The participants will have adequate knowledge about mentioned grants and application process.

**01 June 2021**                      **Market Research**

**17:00 – 18:00**                      **Ms. Gail Onat – Bıçakçılar Tıbbi Cihazlar, Turkey**

Successful market research is an important step to define right market for entrepreneurs. The participants will learn to use the tools that can be used to conduct market research for new products and services. Experience sharing and success stories will be included.

**08 June 2021**                      **Creating Start-ups: Why and When?**

**17:00 – 18:00**                      **Dr. Victor Scholten – Delft University of Technology, Netherlands**

The participants will learn when and why entrepreneurs should create their own start-up and what they should pay attention to before and during creation of start-ups. The differences between statuses of start-ups, the best locations for start-ups and the benefits of universities and ecosystems will be discussed.

**15 June 2021**                      **Communication with Investors and VCs (Or Successful Pitching)**

**17:00 – 18:00**                      **Dr. Souheil El Hakim – Bıçakçılar Tıbbi Cihazlar, Turkey**

Licensing the invention or products, or receiving investment are desired options for entrepreneurs. The participant will learn how to communicate and negotiate with investors, where they should start and when they should to stop and how they can be prepared for negotiations.