Innovation Academy
2019-2020
Innovation Academy @ TU/e

Training and courses that TU/e Innovation Lab offers to staff in the valorization process.

Effective collaboration between scientists and business

Workshops on request

Writing successful grant applications

Entrepreneurship programs

In the relationship with TU/e Cross-disciplinary Research Themes and industry, Innovation Academy will position itself as a program in which knowledge transfer can be designed by

Creating state-of-the-art education

Organizing communities

Organizing network events
Introduction to exploitation of research results and knowledge transfer

3x2h
Lunch sessions

Contract & collaborative research
Patenting & licensing
Creating a new spin-off company

35 Participants in total

Introducing the participants into the basic concepts of knowledge transfer and how this can benefit the researcher, the university and society.

3 Times per year
Accredited for PhD's in their training

Organized with DPO
Follow-up workshops in knowledge transfer

**How to develop my own business**

PhD students interested in entrepreneurship gain insight in the main aspects of starting up a business. They will develop a business case based on their research.

**Masterclass in High Tech Entrepreneurship**

3-day workshop, organized once a year with KULeuven, Hasselt, Antwerp and Maastricht. Teams of researchers engaged in the development of a spin-off case can take part.

**Knowledge Transfer Workshop**

Half-day workshop for PhD candidates within European projects. They learn about the possibilities of valorization from their own research on the basis of a Business Model Canvas.

**How to use patent databases**

During this workshop, theory, practical examples, and classroom and individual assignments are exchanged. People learn different methods to search in patent databases and check the validity.
Strategic alliance with key industrial accounts/ Introduction in the Brainport Region

The workshop “Strategic alliance with key Industrial accounts/ Introduction in the Brainport Region” makes the participants familiar with the key success factors and major pitfalls in setting up a strategic partnership with an Industrial partner. Also, they get to know the region: business, technological/societal themes, position in Europe/worldwide, what is the role of the TU/e in this?

Innovation collaboration - How to come to convincing propositions for innovation

The workshop gives an overview on Innovation Collaboration: does and don’ts, experiences. One of the aspects is Consortium Building. The workshop “Innovation Collaboration” provides an introductory overview of the world of project acquisition. It describes both the theory of project acquisition and experiences from the hard reality.

Advanced intellectual property (IP)

Intellectual property is an exciting field in which the multidisciplinary fields of science, law and international commercial interests meet in a strategic methodology which promotes successful innovation to deliver commercial products for use in society. This workshop is aimed at researchers who may be commercially oriented and want to understand IP in the context of research leading to a start-up and to appreciate how IP can influence investors.
Summer/Winter School Entrepreneurship

Trainees or young academic professionals are challenged in small groups to come up with a business case, based on the idea of one of the participants. The business case will be presented to a jury at the end of the week. The groups will be coached by TU/e Innovation Lab staff.

Day 1
From idea to business case

Day 2
Sales & Marketing

Day 3
Intellectual Property and Finance

Day 4
Pitch training

Day 5
Final presentation

ELAT Masterclass

The ELAt Master Class is an intense three-day master class in high-tech entrepreneurship, an initiative of LRD, Eindhoven University of Technology and AGIT Regional Development Agency for the Technology Region Aachen, coordinated by Leuven Inc. Three teams (about 20 persons in total), have the opportunity to share experiences and get feedback from outstanding experts in the high-tech world, by attending lectures from successful high-tech entrepreneurs, seed & early stage investors and legal coaches and university spin-off managers.
Workshops on (Personal) Grants

This course supports researchers in optimizing their presentation for their interview with the jury to defend their proposal.

Competing for a Research Grant: your presentation

Your ERC SG, CoG or AdG proposal

These workshops will supply researchers with the necessary knowledge to write a successful ERC proposal.

Your VENI / VIDI proposal: idea to grant

These workshops will address the typical characteristics of a VENI or VIDI application considering the different NWO domains. They also focus on the evaluation criteria.

Feasibility and Proof of Concept Funding

This workshop is about the specific funding conditions and the application process of NWO Take Off and Demonstrator Grants and helps researchers choose the most appropriate for their specific situation.

32 Workshops

336 Participants
HIGH5 lectures

TU/e Innovation Academy organized 5 lectures in collaboration with MKB Eindhoven, Eindhoven Engine and Fontys. The lectures focused on entrepreneurship and innovation. Professors from TU/e shared their knowledge with innovative SMEs on specific topics. The SMEs showed how the technology of the university was implemented in their company.

- **5 Lectures**
- **550 Participants**
- **Monday**
  - Every last Monday of the month

- Circular Economy
- Internet of Things
- Additive Manufacturing
- Big Data
- Photonics