



**Course in “European public and private opportunities for R&D,
Innovation and Technology Transfer”
INNOVA
Rome, September 30 – October 3, 2019**

DAY 1 - September 30th 2019

Morning session: Overview of the main European Public Funding schemes for R&D and Innovation.

Afternoon session: how to build a successful proposal for a Horizon 2020 RIA [Federica Marotti]

9.00 Participants welcome

9.30 Overview of the main pillars of the Horizon 2020 programme:

1. Excellent science
2. Industrial leadership
3. Societal challenges

10.45 Coffee break

11.00 The preliminary steps to build a successful proposal for Horizon 2020:

- How to define a robust project idea
- How to build a strong consortium step-by-step
- How to present your project idea in an appealing abstract

12.45 Lunch

13.45 How to write a competitive proposal:

- Section 1 - Excellence
- Section 2 - Impact



- Section 3 - Implementation
- Section 4 - Members of the consortium and Section 5 - Ethics and Security

16.00 Questions and answers

16.30 *End of training*



DAY 2 - October 1st 2019
Session: Converting Research onto economic development; the creation and the scale-up of new technology companies. Cases and hints for the future. [Alfredo Picano]

9.30 Technology transfer phase - presentation of discussion of the 9 typical phases occurring in a TT action:

1. Identification
2. Assessment
3. Protection
4. Validation
5. Maturation
6. Engagement
7. Contracting
8. Implementation
9. Monitoring

11.00 Coffee break

11.30 Technology Readiness Level

- How to evaluate and rate the stage of technology development in different technical domains

13.00 Lunch

14.00 Introduction to Business Model Canvas

- Domain of use and typical applications

15:00 Wrap-up and questions and answers

16.00 End of training



DAY 3 - October 2nd 2019

Session: Business planning and the access to (i) Venture Capital & Business Angels private funds, (ii) national and regional innovation and research funds. [Matteo Forte – Fabio Ugolini]

9.30 Overview of the Business Plan:

- The Business Plan: What is for?
- The Business Plan as a tool for investigating the business potential of (innovative) entrepreneurship idea

11:00 Coffee break

11:30 The Business Plan: **how to develop and understand the financial projections**

13.00 Lunch

14.00 Analysis of Business Plan cases:

- Case presentation
- Case discussion and learning points

16.00 End of training

=====
18.30 - 21:00 Networking Cocktail (Momarte – Restaurant Cafè – Viale XXI Aprile, 19 – Website: <http://www.momartcafe.it>

METRO B LINE – Direction IONIO – 2 possible stops:

- S.AGNESE ANNIBALIANO (600 mt/7 min walking to the location)
- BOLOGNA (600 mt/7 min walking to the location)



DAY 4 – October 3rd 2019
Session: The mobility of researchers (Marie Curie fellowships) and the IP management knowledge from research to Industry. Cases and learning points [Cristina Fregonese - Aleardo Furlani]

9:30 Overview of the Marie Curie: how it works? [Cristina Fregonese]

- Main key features
- Participation rules for organisations and researchers
- The Marie Curie actions: ITN, RISE, IF, COFUND
- Focus on the the technology transfer process and the mobility of people and knowledge from research to Industry.

11.30 *Coffee break*

12.00 Cases and learning points

12.45 *Lunch*

14.00 IP business development & IP finance [Aleardo Furlani]

- The Patent evaluation methodologies:
- IP business development, IP Financing
- Promoting the Patent portfolio
- International examples and cases

15.30 Questions and answers

16.00 Wrap-up and end of training