

SCIENCE^{2.0} FOR SOCIETY



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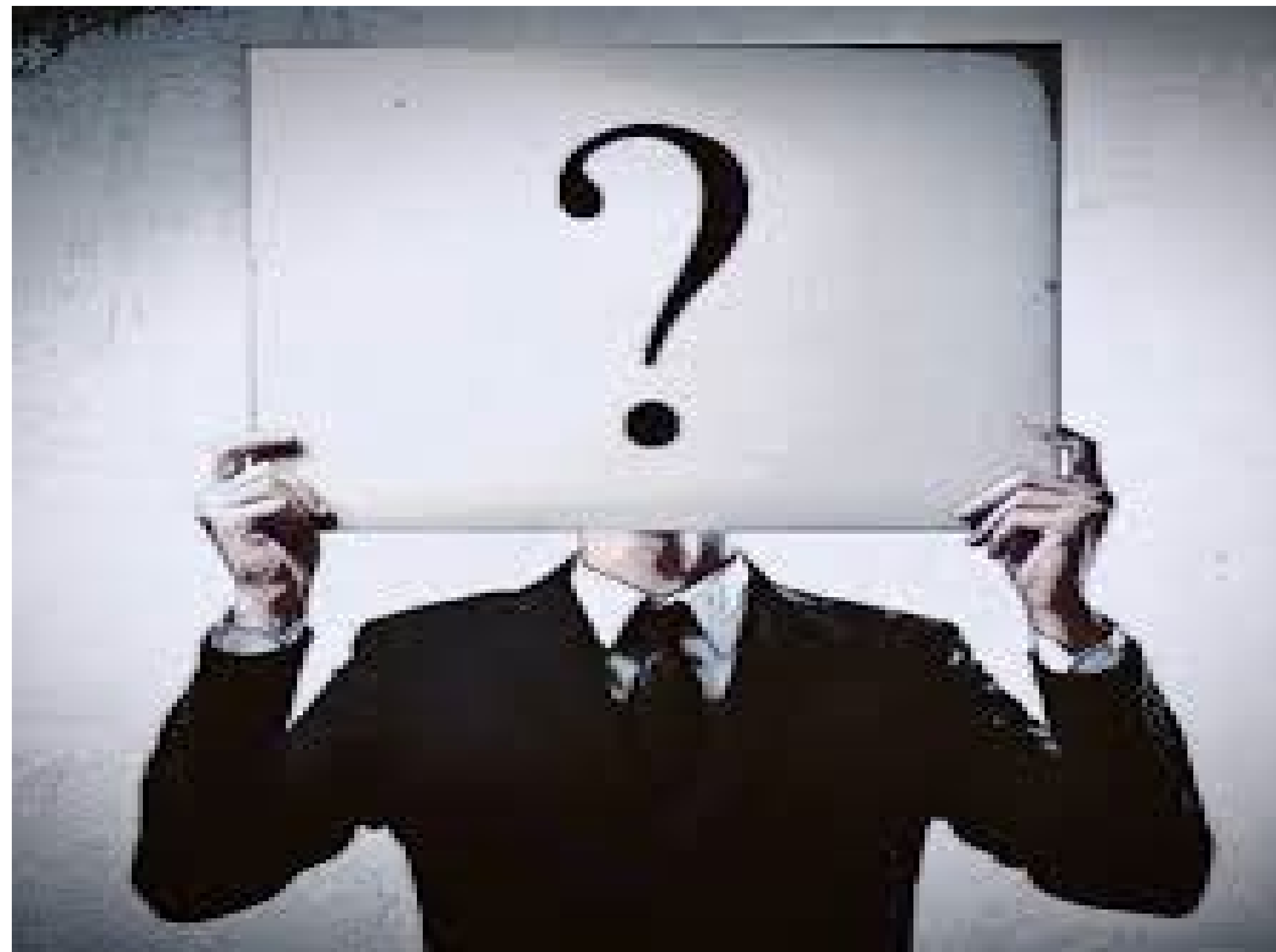
ASSETS INVENTORY



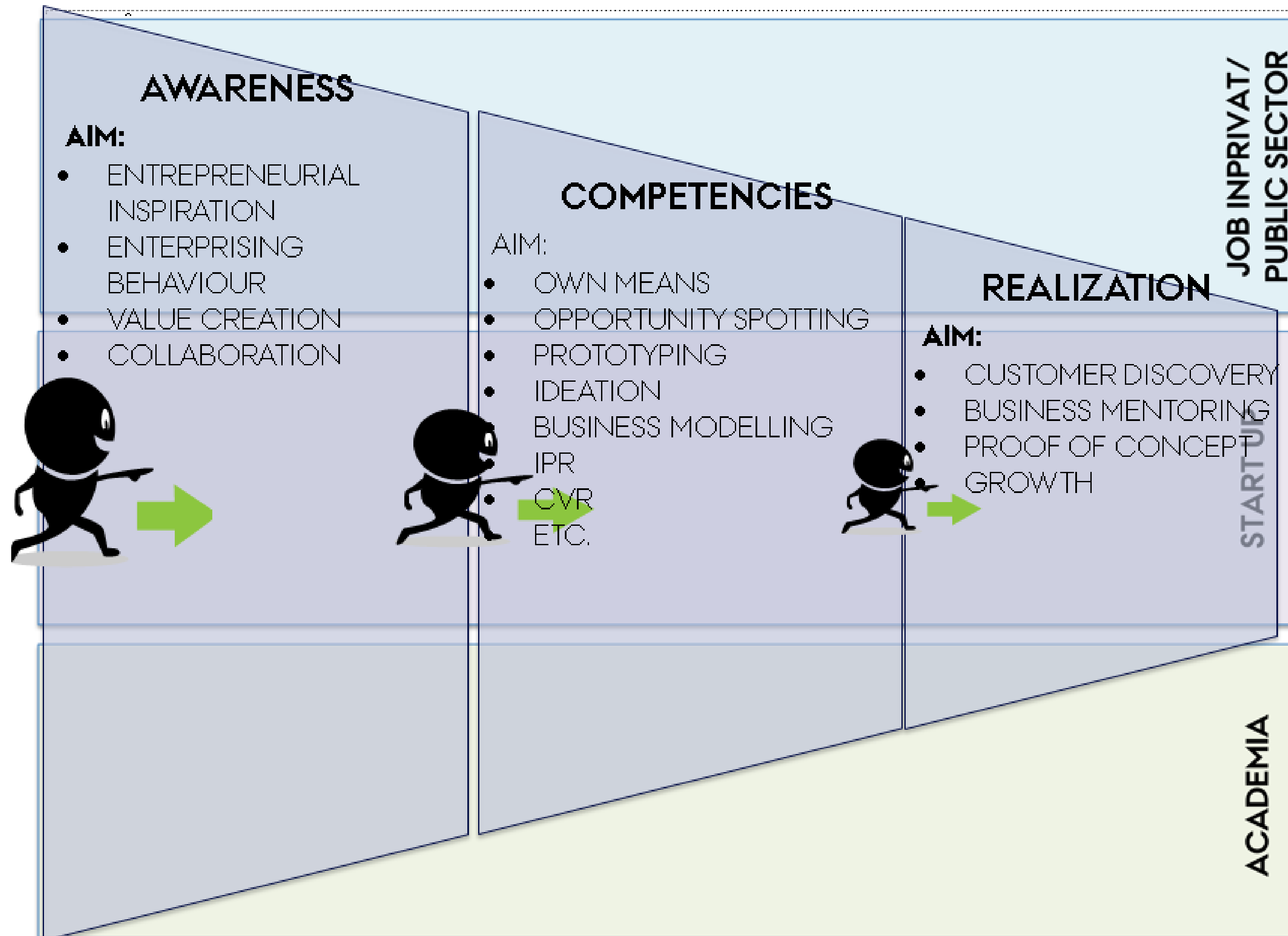
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Who are you and what are your expectations?



What is Science for Society 2.0?



FALL PROGRAM 2019

PROGRAM

AWARENESS

Get inspiration and knowledge about entrepreneurial tools and mindset and how they can benefit you as a researcher



20.08.2019 14-18
Assets Inventory:
Explore the assets in and around your research and get inspired on how to use

10.09.2019 9-12
Put your research into play in society:
Explore how you can create impact from your research

07.11.2019 13-16
Put your research in to play in society:
Explore how you can create impact from your research

COMPETENCES

Get concrete tools and hands-on training sessions



03.09.2019 13-16
Create value from your research
with a value proposition that fits your stakeholders

17.09.2019 13-16
"Business Model Canvas"
A practical workshop where you learn to work with the business model canvas

24.09.2019 13-16
How do I navigate uncertainty?
A gamified method to explore uncertainty and how different choices matter

01.10.2019 13-16
A good pitch is everything
Learn how to make a pitch to different audiences

22.10.2019 14-17
"Design Thinking"
Unlock the potential for value creation in your upcoming and ongoing projects

08.11.2019 13-16
Collaboration Planning
How to identify and contact important stakeholders

19.11.2019 13-16
Isolation and Competition
How can your research based assets be used in alternative settings?

REALIZATION ACTIVITIES

Spinout Program
This program is for you who want to explore your research in the light of spin out



17.09.2019 13-16
"Business Model Canvas"
A practical workshop where you learn to work with the business model canvas

24.09.2019 13-16
How do I navigate uncertainty?
A gamified method to explore uncertainty and how different choices matter

22.10.2019 13-16
"Open Table"
Drop in and let us help you on business models, stakeholder analysis etc.

SPINOUT PROGRAM

This program supports the early development of potential academic spinouts. It is inspired from the Lean LaunchPad method aiming at creating early learnings about your customers, market and value proposition. It is an iterative process of business modeling, where you will be asked to get out of your daily research setting and learn from interviews, observations etc.

If you sign up to the Spin-out program, it is mandatory for you to attend the workshops marked with a*, or to show sufficient training in these fields either in Science for Society or elsewhere which can be documented.

When signing up, you or your team will be invited to a personal introduction meeting. All participants and guest signs a NDA. Sign up with here.

The program contains of the following four components, which are exclusively for participants for this program.

- Business Model Canvas 2, 08.10.2019 from 14-18
- Advisory Board/Team, 12.11.2019 from 13-16
- Business Model Canvas 3, 26.11.2019 from 14-18
- Next Step/Panel, 12.12.2019 from 14-18



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Characters we meet in academia

Chalmers University of Technology, 2014

Do you have a business idea we can create the next Google from? Something patentable? Protecting your IPR is important.

We share everything in my projects completely freely. Open innovation you know. I don't have to think about IP and stuff because I am not interested in money only the research.



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We need something in between

Chalmers University of Technology, 2014

What about
starting with listing
the assets we
have, then we can
decide what to do
with them!



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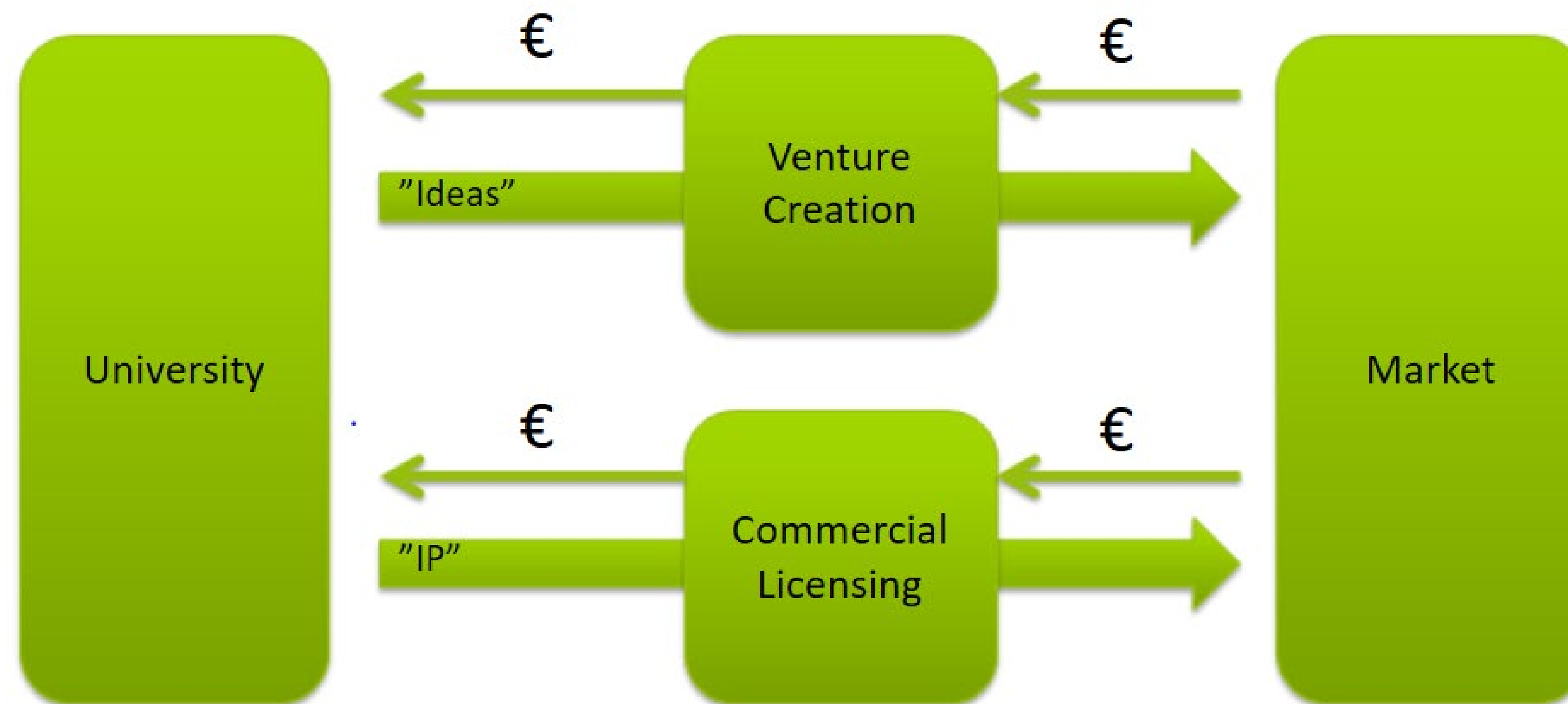
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University Technology Transfer the usual way

Chalmers University of Technology, 2014



Paradigm shift in innovation management in academia

Chalmers University of Technology, 2014

Old Paradigm: Funnel (Money)

- Inventions
- Commercialisation
 - Licensing
 - Venture Creation
- Science and Technology
- Entrepreneur
- Cherry-picking
- Revenue stream back to the university

New Paradigm: Megaphone (Impact)

- All kinds of intellectual assets
- Various ways to utilisation
- All research areas
- All kinds of roles in the innovation process
- Iterative
- ROI in terms of stronger position for researcher and university through impact on society



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What is a research assets inventory

- Research Assets Inventory (RAI) is based on the research of Professor Ulf Petrusson at the University of Gothenburg in Sweden, and on the Intellectual Assets Inventory (IAI) tool that was created by Chalmers innovationskontor Vaster, (Chalmers University of Technology).
- RAI is a structured way for a researcher, or a group of researchers, to get a better understanding of what kind of assets you have, how they connect with the research and how these assets may be utilized.
- RAI can also be a help in understanding how your research relates to UNs Sustainable Development Goals and how to communicate with different stakeholders.
- In practice, the RAI is an activity where the participants are guided through a set of exercises where they reflect over their research and document what they have done in terms of what assets they have created over the past few years.



What is an asset?

“A resource that is owned or controlled by an individual researcher, a research group, the department, the faculty, the university, a corporation, an organization, a non-governmental organization, the government, or any other stakeholder, which has a value (does not have to be a monetary value) to someone and can be used for achieving a purpose (for instance some sort of knowledge transfer from academia to society).”



Tangible assets

Tangible assets are assets that have a physical existence (we can touch, feel, and see it). Examples of tangible assets include:

- Machinery, equipment (measuring, surgical, processing, etc.), prototypes, compounds and liquids.
- Physical creations, manuscripts, teaching material (written, audio, pictures, movies) and documentation.
- Software programs, data, meta data, patient data, client lists and financial data.
- Materials, plants, vehicles and office supplies.
- Buildings, laboratories, rooms, teaching rooms, auditoriums, library, research facilities (ex. Max IV and ESS).
- Etc.

Intangible assets

Intangible assets are assets that do not have a physical existence. Examples of intangible assets include:

- Goodwill and reputation.
- IP such as patents, copyrights, trademarks (brands), design rights.
- Trade secrets, know-how and skills (research & teaching skills).
- Collaborations, people and relations.
- Different types of grants, research money and donations.
- Permits and agreements (collaboration, license, research, etc.).
- Awards
- Ect.

Exercise – use 5 minutes and find all the assets you can find



Find assets 1.0 (5-10 min.)

- Sit with your research group or by yourself and list all the different assets which you can think of in a giving research project (maybe your own).
- We will have a small discussion after...



Find assets 2.0 (15-20 min.)

Get the hand out

Go out again – by yourself or in your research group

Exercise:

- Find MORE assets...
- Make a list of your assets – use the handout
- Each asset should be named, described, determine assets (intangible, tangible), ownership of the asset (if you know)

Name of asset	Description of asset	Type of asset	Owner(s) of the asset
<i>A short but descriptive name of the asset</i>	<i>Use one or two sentences to describe the asset</i>	<i>Choose one of: Tangible, intangible or unsure</i>	<i>It might be: you, a group of people, an <u>organisation</u>, a research project, unknown, etc.</i>

Find assets 2.0

Did you explore more assets?



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Sustainable Development Goals (SDGs)



Which assets should you explore

Use 5 minutes...

Pick out 2-3 assets that you would like to work with from your list.

Think wide and broad of what you can do with these assets? World peace? Cure a disease... the sky is the limit...

Coffee break – come back with broad ideas of what some of your assets could be used for...



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Goal and actions (15 min.)

- Get the hand out
- Think of the action you should take to fulfill your goal for the 2-3 assets.
- Use 15 minutes to fill out the hand out.

Goal and Actions

Name/Group:

Assets:

My Goal:

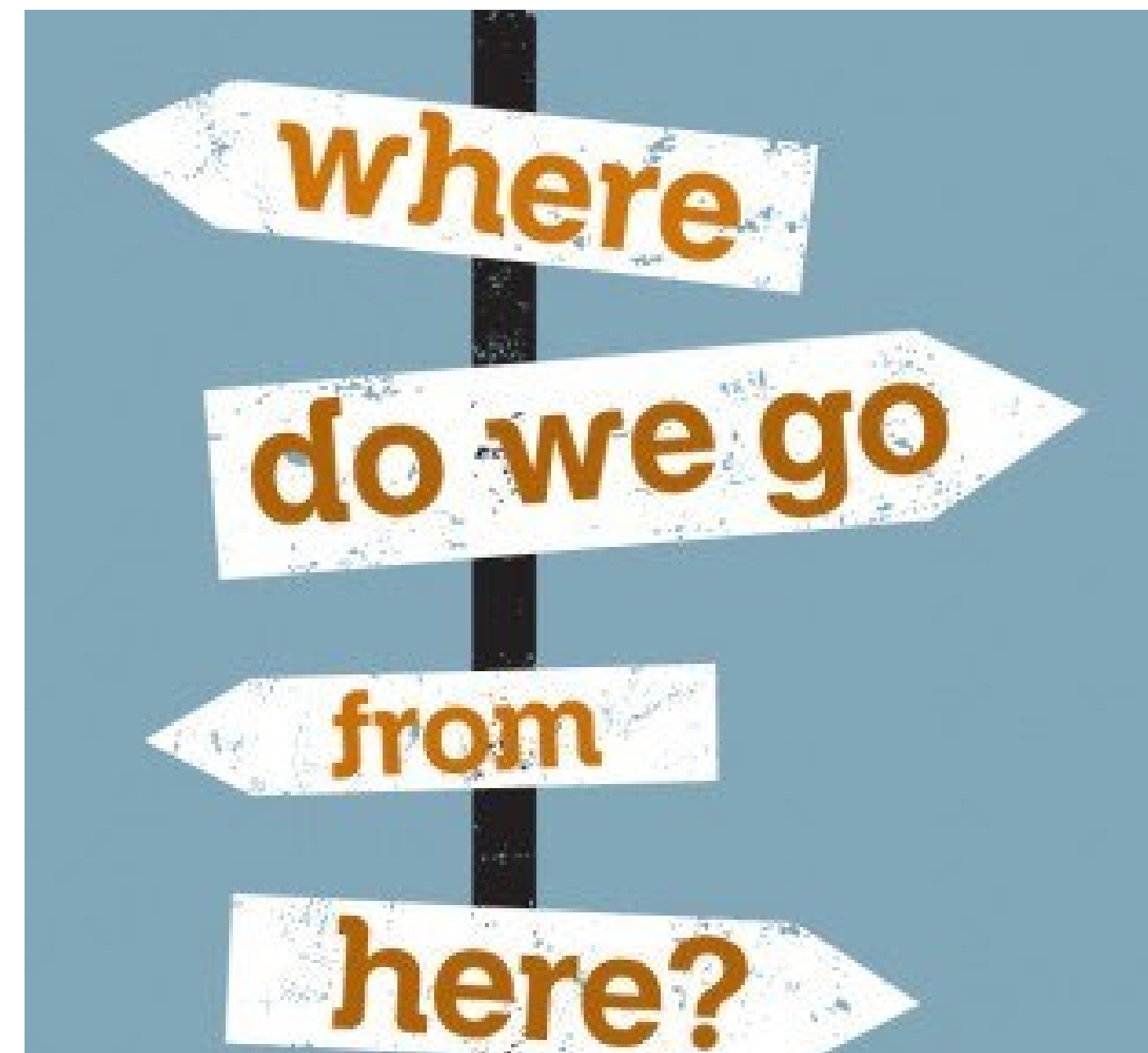
How to get there		
What should I look into	How should I do that	Context notes
<input type="checkbox"/> Ownership of the assets		
<input type="checkbox"/> Stakeholder management and understanding		
<input type="checkbox"/> Customer discovery		
<input type="checkbox"/> Business Model canvas		
<input type="checkbox"/> Business Model development		
<input type="checkbox"/> Pitch canvas / Communication research		
<input type="checkbox"/> Legal advice		
<input type="checkbox"/> Collaboration planning		
<input type="checkbox"/> Invention disclosure / Patent		
<input type="checkbox"/> Talk to my supervisor / head of department		
<input type="checkbox"/> Talk to industry / Organizations		
<input type="checkbox"/> Funding / AU Research Support Unit		
<input type="checkbox"/> Career counseling		
<input type="checkbox"/> Other		

Plan for action – use of network (15 min.)

- Go out in smaller groups
- Tell about your chosen assets (if not enough time, chose 1).
- The other in the group should help you map the network around the assets:
- Who does the group know: industry, partnership, potential usage of the asset, potential investors – who are the stakeholders?
- Could the group or some from the group help with your collaboration, stakeholders or plan for action?
- Use the back side of the hand out for notes from this network exercise

Plan for action – next step

- Everyone tells about all or just one of the assets
- Please tell what the group could help you with: network, contacts, ideas...
- What is your next 2-3 actions in the next step proces of working with your assets?



Thank you for listening



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