CREATE IMPACT FROM AMAZING RESEARCH

SPRING PROGRAM 2020

Your research could change the world. Impact is the new research excellence. If you are working on an idea or an interesting research project/invention and want to explore how it can create impact, we can help you.

READ MORE AT AU.DK/SFS

The program is for all Ph.D.s, Post Docs, and other personal from Aarhus University

Read more about the program on the next pages.
ABOUT SCIENCE FOR SOCIETY

Do you also want to get your research off the ground and maybe into new directions? Maybe get help to think about your research as a commercial context or maybe even see your research as a potential spin out? Then Science for Society is here to help you.

CUSTOMIZED WORKSHOPS

At Science for Society, we wish to give the best talks and workshops as possible; therefore, we offer specialized workshops tailored to meet you or your departments interests and challenges.

BUSINESS MODEL CANVAS – A PRACTICAL WORKSHOP

You will get the tools and the know how to build a business model based on your research or a giving project. By using nine simple components, you can design a business model, which can be used for many different purposes; identifying users/cos- tumers, key resources and partners. The model can be used to get a better overview of your work.

Speaker: Line Dybdahl Poulsen, Science for Society

DESIGN THINKING – UNLEASH THE POTENTIAL FOR VALUE CREATION IN YOUR UPCOMING AND ONGOING PROJECTS

Learn how to use design thinking as a strategic tool to drive project development – also research projects. Design thinking is all about people – understanding their needs, pains and desires. This workshop shows you how to use empathy. Design thinking has become a very popular approach for handling a wide range of development processes. It is both a mindset and a method consisting of several sub-processes that can be applied in order to define, develop and implement projects that create more value to the surroundings.

Speaker: Helle Meibom Færgemann, Special Consultant CUDIM, AU

A GOOD PITCH IS EVERYTHING

How can you communicate the core value of your research to potential partners, users, industry or grants? Giving a convincing pitch is not as easy as it seems.

After this workshop, you will have tools to prepare the perfect pitch for a broad range of stakeholders.

Speaker: Anne Sofie Dahlmann, Science for Society

COLLABORATION PLANNER – HOW TO IDENTIFY AND CONTACT IMPORTANT STAKEHOLDERS

How do you establish collaborations and approach companies with your research ideas?

Turn your research into impact and learn how to build relationships and plan projects in this hands-on workshop.

Speaker: Eoin Galligan, Business Developer, AU

We often include people from the industry to have an industry view into the individual topics.

If you would like a customized workshop, we ask you to gather at least 10 people to join.

Please contact Anne Sofie Dahlmann at asb@au.dk, if you would like a customized workshop, need advice or if you have ideas or concrete topics for talks or workshops.
SPIN OUT PROGRAM

This program supports the early development of potential academic spin outs. 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 modelling, where you will be asked to get out of your daily research setting and learn from interviews, observations, data collection etc.

The program will run over 10 weeks, where there will be mandatory workshops and an intro meeting the 19th of February. In between each workshop, you are obligated to have a meeting with one of the instructors in the spin out program team so we can help you with your progress.

Objective:
The objective is to develop and make increased progress for spin out teams and their projects. The teams will know more in depth about their projects and also be closer to what their value proposition is and how a potential demand for their solution looks like.

Workshop dates
• 19th of February, 9-12: welcome and practical info
• 15th of April, 9-12: value proposition and customer segment
• 29th of April, 9-12: channels and customer relation
• 13th of May, 9-12: key partners, - activities, and - resources
• 27th of May, 9-12: cost and revenue models
• 10th of June, 9-12: next step panel

To join the program, it is mandatory to take part in:
• Workshop in business model canvas (4th of March)
• Design Thinking (19th of March)
  Or to show the sufficient skills in these fields in another ways.

NDA
All participants and guests will be asked to sign a confidentiality agreement in the beginning of the program.

Expectation for each participant:
• This course does not grant ECTS points
• Each team MUST have at least one participant from the team as a representative at each workshop/individual meeting
• We expect that all participants have watched the video lectures before each workshop
• We expect that each team has conducted at least 10 interviews between each workshop
• As this is an intense and time consuming experience, each participant is expected to contribute to their team

If you would like to be a part of this program or if you have questions, please contact Line Dybdahl Poulsen at ldp@au.dk.
Instructors: Line Dybdahl Poulsen and Anne Sofie Dahlmann