



Innovation Seminars – feminno call 7

IP / Licenses, Pitching, Fundraising, and Value-Based Design of a Start-up

Lecturers:

- Dr. Andrea Haag, Technology and licensing manager at ETH Zurich
<https://www.linkedin.com/in/andrea-haag-663621135/>
- Michael Kropac, Co-Director at cewas & CEO of seecon international gmbh
<https://www.linkedin.com/in/michael-kropac-a3187b5b/>
- Dr. Andrea Degen, former founder and CEO of EUrelations AG, now Head Medical & Food Safety at Actiwa Swiss Group AG
<https://www.linkedin.com/in/dr-andrea-degen-9a5a495/>
- Dr. Verena Lütschg, Founder and CEO of About Tomorrow Consulting
<https://www.linkedin.com/in/dr-verena-lutschg-57a60787/>

Date	Nov 21	Nov 22
Time	9:00 – 17:30	9:00 to 18:00
Location	Room ML H 43 Building ML (Maschinenlabor, Sonneggstrasse 3 8092 Zürich	Room HG F 26.1 Building HG (Hauptgebäude) Rämistrasse 101, 8092 Zürich
See area plan: https://ethz.ch/en/campus/access/zentrum.html		
Speakers	Morning: 9:00 – 12:00 Andrea Haag Afternoon: 13:30 – 17:30 Michael Kropac	Morning: 9:00 – 13:00 Andrea Degen Afternoon: 14:00 – 18:00 Verena Lütschg)



Abstracts

1. Innovation seminar: Intellectual Property

Course Description

In this workshop

The course will give you a general overview on the protection of intellectual property (patents): What is a patent? What is patentable? What can you do with a patent? In the second part we will speak about the commercialization of intellectual property such as the licensing of university inventions to university spin-offs and independent companies.

You will learn what intellectual property means and what possibilities there are to protect it. You will be introduced to the requirements for patentability and will learn about the value a patent may hold for a company. You will become familiar with the patenting process, and you will get to know who's your point of contact whenever you are interested in protecting intellectual property. You will acquire basic knowledge about licensing processes and hear success stories at ETH Zurich.

2. Innovation seminar: How can I present successfully?

Course Description

In this workshop you will learn what a business pitch is and how it is structured.

Michael will offer tips & tricks for pitching. He will also explain why storytelling is important in pitching and demonstrate the key elements of storytelling.

You will work individually or in teams to develop your storyboard. There will be pitch training in small groups where you can get feedback from your peers. And the ones who are brave enough can pitch to the full group of feminno.

The goal is to learn how to present a message in such a way that the core idea is understood and arouses the listener's interest. You will have the opportunity not only to practice short presentations but also improve your appearance.

3. Innovation seminar: Financing your project

Course Description

In this workshop we will focus on the most common funding sources of research and/or innovation projects. We will discuss real life use cases of university spin-offs and group leaders in academic structures and how they financed their research or the development of their first product, process, or service. Participants will be motivated to go for their own funding in the near future. Universities therefore offer specific support what will also be presented. Last but not least the trainer - a female entrepreneur - will try to answer specific questions of the young investigators about assets and how to get organized with a view to successful fundraising (and beyond).



University of
Zurich ^{UZH}

ETH zürich



University
of Basel

4. Innovation seminar: Value Based Design of your start-up

Course Description

New technologies and growing awareness in society of corporate social, ethical and ecological responsibility call for smarter product design based on strong and convincing values. We will begin this workshop by developing your personal value compass. We will discuss how personal and/or corporate values impact and drive the design process. Ethical risk zones help to understand potential risks of your product and to develop mitigations upfront using value-based design. We will then learn how the ecosystem you are operating in, the stakeholders involved, and the context shape the value definition and prioritization and how based on this prioritization you can derive specific ethical requirements for your product.