Innovation Seminars – feminno round 8

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. Verena Lütschg, Founder and CEO of About Tomorrow Consulting
  https://www.linkedin.com/in/dr-verena-lutschg-57a60787/

- Dr. Andrea Degen, former founder and CEO of EUrelations AG, now CEO of STI Management AG
  https://www.linkedin.com/in/dr-andrea-degen-9a5a495/

Date	Nov 27	Nov 28
Time	9:00 – 17:30	9:00 to 18:00
Location	KAB-E-05 Kantonsschulstrasse 3 8001 Zürich	KAB-E-05 Kantonsschulstrasse 3 8001 Zürich
Speakers	Morning: 9:00 – 12:00 Andrea Haag Afternoon: 13:00 – 17:00 Michael Kropac	Morning: 9:00 – 13:00 Verena Lütschg Afternoon: 14:00 – 18:00 Andrea Degen

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).

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.