



UNIVERSITÀ DI PISA



## PhD+ 2017

### Research valorization, innovation, entrepreneurial mindset

#### PROGRAMMA

Aula Gerace, Dipartimento di Informatica, Largo B. Pontecorvo, Pisa



**Mercoledì 19 aprile 15.00-17.00**

Paolo Maria Mancarella (Rettore Università di Pisa)

Marco Raugi (Prorettore per la ricerca applicata e il trasferimento tecnologico Università di Pisa)

Emil Abirascid (Fondatore Startupbusiness) “Nuovi paradigmi per l'imprenditorialità”

Marco Bicocchi Pichi (Presidente di Italia Start up) “Essere ed avere: essere utili ed avere un mercato”



**Mercoledì 26 aprile 15.00-18.00**

Dino Amenduni (Proforma) “Comunicatori (e) permanenti - cosa cambia nell'era dei parrucchieri-influencer”

Generare un processo di cambiamento sociale, culturale, politico nell'era dei social media vuol dire anche conoscere le dinamiche che spiegano la presa di decisione da parte degli utenti. Negli ultimi dieci anni gli agenti di socializzazione classica (i partiti, le istituzioni, la scuola, gli “esperti”) hanno perso la loro capacità di persuasione a vantaggio di individui e reti sociali sempre meno ufficiali, formali, tracciabili. Conoscere queste reti e conoscere come e perché queste reti sono riuscite a rovesciare il concetto di “influencer” per come lo conosciamo appare dunque indispensabile per qualsiasi innovatore, in qualsiasi disciplina.



**Giovedì 27 aprile 15.00-17.00**

Prof. Marco Allegrini (Università di Pisa) “Il business plan nelle start-up”

Il seminario tratta il ruolo del business plan nell'ambito delle start-up, facendo particolare riferimento alla struttura prevista nella competizione “Start cup Toscana”. Il seminario si svolge secondo il seguente programma: Cos'è il business plan, I destinatari del business plan, La struttura del business plan secondo il modello “Start cup Toscana”, Il modello di business, Il piano operativo, I preventivi economici e finanziari, Il break even point e altri indicatori.

**Ore 17.00-18.00 Coaching Activity (session 1): Team and Project Branding**



### **Mercoledì 3 Maggio 15.00-17.00**

**Prof. Andrea Bonaccorsi** (Università di Pisa)- “Where do good ideas come from (and how to transform them into reality)”

The usual notion of creativity emphasizes the dimension of novelty, the creation of something new. But creativity also involves the notion that this "something new" should be useful for someone else, whoever he or she may be. How are the dimensions of novelty and usefulness related? What do we know from cognitive sciences (in particular, from the field of creative problem solving) about this relation? What do we know from those fields, such as engineering design, in which these two dimensions are strongly held together? And what about creativity in the artistic world, in which apparently usefulness does not play any role?



### **Giovedì 4 maggio 15.00-17.00**

**Ing Corrado Borsano** (Metroconsult) “Intellectual property: what is and how to use it in public research organizations”

The intellectual property rights are a set of tools able to give “protection” for innovation. The patent is the most common and its use, from the evaluation of the invention to the exploitation on the market, requires the definition of both strategy and goals. This is particularly crucial within public research organizations, where the inventions generate from research activities. The seminar will present the basics of intellectual properties and the main criteria for their use to generate impact from research.



### **Martedì 9 maggio 15.00-17.00**

**Camilla van den Boom** (Eindhoven University of Technology) “Designing business in an ever-changing context”

Design is nowadays a central field for practice in envisioning and crafting the future. Design thinking often refers to the methods and processes for investigating problems, acquiring information and analysing knowledge in the design field. But design is much more than that. Design is the DNA how to think and act in the 21st century. It is a mind-set, a process and an approach that helps entrepreneurs to consider alternatives, define choices and achieve desired results. How can we use design to build and scale business ideas in the best optional way? The start of a business is the start of a process of continuous experimentation, iterative analysis and fast decision-making. We need to look at all the aspects of a business simultaneously in order to develop a successful business. Camilla van den Boom, expert and lecturer on Business Model Design and Strategy Development, presents an interactive lecture, in which she engages the participants in conversations, drawings and team exercises around the subject of business design. The participants receive a toolkit for business design and leave with new ideas, new energy and a plan with next steps.



### **Mercoledì 10 maggio 15.00-17.00**

**Ing. Domenico Golzio** (European Patent Office) “How to write a patent application - the task of the inventor and of the patent attorney since the beginning”

In many cases a start-up business is based on exploiting an invention. The value of an invention, when writing a patent application, is generally unknown. It can be very low or very high. The claims of a patent define the protection like a fence defines the property on a land. When the value of the invention is high, if such "fences" are weak or are not positioned properly, the inventor risks to lose everything. Moreover, good claims on good inventions can attract investors, which can increase the value of the business. The object of the talk is to briefly explain what should be done to have the maximum patent protection, since the beginning of the activities of patent application drafting and then of prosecuting it in the examination procedures, in order to attract interest on a patent.



### **Martedì 16 maggio 15.00-17.00**

Ray Garcia (Buoyant Capital)

#### **Coaching Activity (session 2): Modelling your business idea**

Starting from the experience of the first session of Coaching Activity participants will be guided to develop the value proposition of their innovative products or services. This is the first step for reaching a sustainable, understandable and winning business model for the proposed idea.



### **Mercoledì 17 maggio 15.00-17.00**

Ray Garcia “How to sell anything in one minute”

The presentation will include a simple step by step process that is common to all sales. It could be selling your start-up concept, selling a product that is being introduced to the market, selling a research project, or selling your talents into a job opportunity. To succeed in any commercial and academic career path, or creating a new venture, without understanding the basics of selling one cannot get the attention to the value they want to get paid for. During this session we will go through a quick example, then each of the participants will create their own version and a few people can volunteer to practice a presentation to the group. The exercise will only be the start of this process. More advanced forms might be presented if the group is able to demonstrate quickly that they are ready.



### **Giovedì 18 maggio 15.00-17.00**

Prof. Francesco Barachini (Università di Pisa) “Creare una start-up: aspetti legali e commerciali”

Dopo un'introduzione ai vari tipi di società saranno affrontati gli aspetti normativi recenti legati alla creazione di start-up.



### **Mercoledì 24 maggio 15.00-17.00**

Regione Toscana Settore Ricerca Industriale, Innovazione e Trasferimento Tecnologico

“Opportunità per Start up innovative, creazione di impresa e progetti di ricerca e sviluppo”

Camera di Commercio Pisa “Il Fondo Rotativo Imprese Innovative”



### **Giovedì 25 maggio 15.00-18.00**

Final event: The Pitches

The aim of this session is to allow participants of the PhD+ to present their start-up or innovation proposals into a pitch of 6 minutes in front of their colleagues and a panel of experts including investors, entrepreneurs, representatives of technology parks, mentors, public and private organizations devoted to innovation and technology transfer, etc. etc. This will be followed by the matching with senior spin off.

PER I MIGLIORI PROGETTI DEL PHD SARÀ COFINANZIATA LA PARTECIPAZIONE AL CORSO TVLP NELLA SILICON VALLEY (USA)

*Il Programma potrà subire piccole modifiche*

Durante il corso PHD+ sarà attivo uno “Sportello informativo” dell’Unità Valorizzazione Ricerca per informazioni ai partecipanti sui temi del corso, proprietà intellettuale, spin off.