

Služba za prenos znanja in tehnologij

vas vabi na dogodek

»Dnevi internacionalizacije in razvoja mednarodnih projektov«

ki bo 5. in 6. septembra 2018

v prostorih rektorata Univerze v Mariboru
Slomškov trg 15, 2000 Maribor, Slovenija.

Namen dvodnevne dogodka je spodbujati nadaljnjo znanstveno odličnost raziskovalcev UM, kot enega najpomembnejših in privlačnih partnerjev v obstoječih in prihodnjih inovacijskih partnerstvih z različnimi zainteresiranimi stranmi in s tem krepiti slovenski inovacijski ekosistem. Hkrati pa želimo pomagati ambicioznim podjetjem pri rasti s širitvijo na mednarodne trge ter jih spodbujati pri povezovanju v inovacijska partnerstva z različnimi stranmi in s tem neposredno spodbuditi njihovo internacionalizacijo.

Dogodek bomo organizirali s pomočjo Steinbeis-Europa-Zentrum (SEZ).

Prosimo, da svojo prisotnost na dogodku potrdite na e-naslov tto@um.si oziroma na telefonsko številko **02/23 55 298**. Na voljo smo vam tudi za vse dodatne informacije.

Dogodek je brezplačen in bo potekal v angleškem jeziku. V angleškem jeziku je tudi dodan program.

Število mest je omejeno.
Na voljo ne bo simultane prevajanja.

Veselim se vašega sodelovanja in prisotnosti na dogodku!

tto@um.si | <http://tto.um.si>

KONZORCIJ ZA PRENOS TEHNOLOGIJ IZ JRO V GOSPODARSTVO

Innovation
Collaboration
Technologies
Research
Vision
Knowledge

Consortium KTT is a representative body of 8 biggest Slovenian Public Research organizations (PROs), covering more than 90% of research personnel and activities in Slovenia. KTT has been established in 2017 with the main goal to coherently improve commercialization activities of member PROs and their communication, marketing, sales capacity, activities and exploitation results in relation with national economy, and also world-wide, through institutional sharing of experience, enabled flow of information within the KTT and internationally in the field of Knowledge and Technology Transfer. KTT is lead by Jožef Stefan Institute with active support of its members University of Ljubljana, University of Maribor, Institute of Chemistry, National Institute of Biology, University of Primorska, Agricultural Institute and Faculty of Information Studies Novo mesto.

By being present in initiatives such as Danube Transfer Centers (DTC) we are also present in the pinnacle of European development, research and innovation activities and this is an advantage as well an enormous obligation. In Slovenia and abroad, University of Maribor (UM) is recognised as a university providing students with an excellent learning experience and producing top graduates with applicable knowledge.

The main goal of the day is to promote even further scientific excellence of UM researchers as one of the most significant and compelling partners in existing and future innovation partnerships with various stakeholders and by that stimulating Slovenian innovation ecosystem. Participants should not expect to be taught what to think, but rather to continually better understand for themselves how to think. Hopefully the event is a small stepping stone in many to come for UM to even better fulfil its vision and become a globally recognized innovation ecosystem, inspiring the creativity of both employees and students.

Agenda - September 5th 2018

08:30	Registrations
09:00	Welcome address Prof. dr. Zoran Ren (tbc), Vice-rector for Science and Research, University of Maribor, Slovenia Prof. dr. Urban Bren, Vice-rector for Knowledge Transfer, University of Maribor, Slovenia
09:10	TTO UM - Collaboration opportunities for researchers <ul style="list-style-type: none">• Collaboration within Danube Transfer Centre Network (DTC);• Opportunities in relation to Knowledge and Technology Transfer (KTT);• Matchmaking opportunities and international collaboration within Enterprise Europe Network (EEN). Daniela Chiran, Senior Project Manager, Steinbeis-Europa-Zentrum, Germany Peter Alešnik, Head of Office, Technology transfer Office, University of Maribor, Slovenia Maja Sušec, Senior Expert, Technology transfer Office, University of Maribor, Slovenia



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA IZOBRAŽEVANJE,
ZNANOST IN ŠPORT



EVROPSKA UNIJA
EVROPSKI SKLAD ZA
REGIONALNI RAZVOJ
NALOŽBA V VAŠO PRIHODNOST



Operacijo delno financira Evropska unija iz Evropskega sklada za regionalni razvoj ter Ministrstvo za izobraževanje, znanost in šport, Republika Slovenija. Operacija se izvaja v okviru Operativnega programa za izvajanje evropske kohezijske politike v obdobju 2014-2020, prednostne osi 1 Krepitev raziskav, tehnološkega razvoja in inovacij.

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10:00	<p>New possibilities and ways for fostering cooperation between JRO and SMEs</p> <ul style="list-style-type: none"> Bringing on-board new researchers with a current national financing scheme(s) – presentation of currently open funding scheme. <p>Dr. Meta Dobnikar (tbc), Head of Science Directorate, Ministry of Education, Science and Sport, Slovenia</p>
11:00	Coffee break & Matchmaking Networking for project applicants
11:30	<p>Introduction to Research / Innovation Project Proposal Canvas</p> <ul style="list-style-type: none"> State of the art; Challenges to be solved (value proposition); Target groups; Proposed solutions. <p>Miljana Ćosić, Project Manager, Steinbeis-Europa-Zentrum, Germany Peter Alešnik, Head of Office, Technology transfer Office, University of Maribor, Slovenia</p>
12:00	Lunch & Networking
13:00	<p>Interactive session: workshop with researchers (facilitated group work)</p> <ul style="list-style-type: none"> Screening and auditing to find excellence; Development of a breakthrough project idea or invention concept using Research / Innovation Project Proposal Canvas; Who do I need to bring my breakthrough idea to life (partners). <p>Daniela Chiran, Senior Project Manager, Steinbeis-Europa-Zentrum, Germany Miljana Ćosić, Project Manager, Steinbeis-Europa-Zentrum, Germany Peter Alešnik, Head of Office, Technology transfer Office, University of Maribor, Slovenia Maja Sušec, Senior Expert, Technology transfer Office, University of Maribor, Slovenia</p>
15:00	Coffee break & Networking
15:30	<p>Interactive session: workshop for researchers – cont.</p> <ul style="list-style-type: none"> Pitching of project/invention concepts and cross-team collaboration on identified challenges; Solving Intellectual Property related issues before it is too late; Next steps of collaboration with DTC / TTO UM.
16:45	Closing Remarks
17:00	End of day 1

Venue: University of Maribor, Rectorate building - Podrecca hall, Slomškov trg 15, 2000 Maribor, Slovenia

Registrations: University of Maribor, Technology Transfer Office, tto@um.si, 02 23 55 298



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About Enterprise Europe Network

The Enterprise Europe Network helps businesses innovate and grow on an international scale. It is the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions. The Network is active in more than 60 countries worldwide. It brings together 3,000 experts from more than 600 member organisations – all renowned for their excellence in business support. Individual businesses can't become Network members, but they can enjoy the many services offered.

Business services

Teams of Network experts in each member organisation offer personalised services to businesses. They know the local business environment and have contacts for business opportunities worldwide. The Network can also offer a targeted approach aimed specifically at your business sector. Its expert groups cover all key economic sectors, from healthcare to agrofood, from intelligent energy to fashion and textile.

University of Maribor is a part of a Slovenian Enterprise Europe Network consortium and a local Network contact point. We can help your business with advice, support and opportunities for international partnerships.

Agenda - September 6th 2018

08:30	Registrations
09:00	Welcome address Prof. dr. Urban Bren, Vice-rector, University of Maribor, Slovenia
09:10	Danube Transfer Centre (DTC) and Enterprise Europe Network (EEN) Daniela Chiran, Senior Project Manager, Steinbeis-Europa-Zentrum, Germany Maja Sušec, Senior Expert, University of Maribor, Slovenia
9:40	Client journey within EEN – how and why an SME should succeed <ul style="list-style-type: none"> • How to perform preliminary check and evaluate success factors; • EEN services needed at different stages of SME's growth; • EEN as an ultimate instrument for SME internationalization; • EEN success story – best practice example: from preparatory visit to partnership agreement. <p>Sebastjan Rosa, Senior Project Manager, EEN, University of Primorska, Slovenia Császár Gergely (tbc), Head of Office, Enterprise Europe Network, Pecs, Hungary</p>

10:30	Coffee break & Networking
11:00	<p>National and international opportunities for SMEs</p> <ul style="list-style-type: none"> • Presentation of national financial and non-financial incentives for SMEs; • Presentation of H2020 – SME Instrument and COSME; <ul style="list-style-type: none"> ○ Facts and figures regarding success rates; ○ How to find relevant financing options; ○ How to find relevant partners and consortiums; ○ Finding clues that financing option is suitable for me; ○ How to connect research idea with PRO scientific background. <p>Sebastjan Rosa, Senior Project Manager, EEN, University of Primorska, Slovenia Dr. Igor Milek (tbc), Innovation in SMEs (H2020 NCP), SPIRIT Slovenia, Slovenia</p>
12:00	Lunch & Networking
13:00	<p>Interactive session: hands-on workshop for SMEs (facilitated group work)</p> <ul style="list-style-type: none"> • Calls screening and short Analysis of identified calls; • Introduction to Research / Innovation Project Proposal Canvas; • Interactive session in groups: <ul style="list-style-type: none"> ○ Project idea conception and objectives; ○ Customer segmentation; ○ Definition of Excellence, Impacts and Implementation; ○ Choosing the “best” idea. <p>Daniela Chiran, Senior Project Manager, Steinbeis-Europa-Zentrum, Germany Miljana Ćosić, Project Manager, Steinbeis-Europa-Zentrum, Germany Peter Alešnik, Head of Office, Technology transfer Office, University of Maribor, Slovenia Maja Sušec, Senior Expert, Technology transfer Office, University of Maribor, Slovenia</p>
15:00	Coffee break & Networking
15:30	<p>Interactive session: hands-on workshop for SMEs – cont.</p> <ul style="list-style-type: none"> • Interactive session in groups – cont.: <ul style="list-style-type: none"> ○ Work plan (work packages); ○ Budget planning;
16:45	Closing Remarks
17:00	End of day 2

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Proposal title: _____

Version: _____

Authors: _____

RESEARCH / INNOVATION PROJECT PROPOSAL CANVAS

Identified call: _____

Date: _____

CHALLENGE List 1-3 top challenges to solve	SOLUTIONS How are you going to solve each outlined challenge?	UNIQUE VALUE PROPOSITION Single, clear, compelling message that states why you are different and significant.	REGIONAL / INTERNATIONAL / EUROPEAN DIMENSION Identify common challenges in various/several regions. How is cooperation among them needed / mandatory?	STAKEHOLDERS SEGMENTS Who are the stakeholders of the project? List your target audience.
	KEY ACTIVITIES List implementation steps and milestones.		DISSEMINATION What are the foreseen benefits? Who are the interested stakeholders and how you are going to reach them?	EARLY ADOPTERS Persona(s) of an ideal early stakeholder/customer.
EXISTING ALTERNATIVES List how these challenges are solved now.		HIGH-LEVEL CONCEPT Original spin on a familiar concept.		
KEY PARTNERS AND RESOURCES Who do you need to succeed? What is their role? What resources should they bring into the project?			IMPACT / EXPLOITATION What are the expected results – who and why should someone be interested in them?	



PATENTS OR OTHER IPR ARE EXPECTED OUTCOMES

IDEA

IMPLEMENTATION



Univerza v Mariboru
Služba za prenos znanja in tehnologij

EVALUATION TOOL FOR SME INSTRUMENT- PHASE 1

	IDEA 1	IDEA 2	IDEA 3	IDEA 4	IDEA 5
IMPACT					
Compliance with the relevant Work Programme					
The demand/market of the innovation proposed					
The targeted users or user groups					
The market conditions					
The impact on the growth of the applying company					
The commercialisation plan					
The European dimension					
The IPR filing status and ownership, licensing					
The Regulatory and standard requirements					
EXCELLENCE					
The new market opportunities for EU/global challenges					
The current stage of development of the innovation					
The comparison with known commercial solutions					
The objectives and the approach/activities to be developed					
The commercial viability of the innovation proposed					
The risks and opportunities of the market introduction					
IMPLEMENTATION					
The resources to develop the activities					
The technical/scientific knowledge/management experience					
The time frame and the implementation description					
The work packages and major deliverables and milestones					
SCORE					

Innovative Project idea

I. Context

Please describe the scientific/technological problem and the current state-of-the-art

II. Objectives

Please describe the overall approach and the respective challenges

III. Work packages¹

Please describe the overall approach and the respective challenges divided into work packages

¹ Please try to split your proposal 4 - 6 workpackages

IV. Target group

Please describe which target groups you want to address

V. Project Partners²

Please list any existing and partners (name, type, country) i.e. list which partner expertise is still sought

VI. Contact

Organization		Web address	
Postal address		City / Country	
Contact person <i>(surname, first name)</i>		Department	
Phone	Fax	Email	

I confirm that I am entitled to release the information provided on this form. I understand that it will be stored electronically and be made accessible to interested parties.

Date

Place

Signature

(name/position/stamp)

² Partner types: 1 = Industry, 2 = SME, 3 = Public Research, 4 = Private Research, 5 = Other