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Workshop on Value Creation

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Abstract:

Report on ETN-FPI workshop on “Value Creation” organized at University of Newcastle 15th of January 2018.

Table of Contents

Summary	3
Rationale of the workshop	3
Feedback from ESRs.....	4

Summary

Workshop on Value Creation was the second workshop organized by ETN-FPI network and took place at Hancock Museum, Newcastle upon Tyne, UK, on Monday 15th of January 2018. Marianne T. Poulsen from ETN-FPI partner organisation Exact Innovation run the workshop. The aim of the workshop was to provide pitch training for Early Stage Researchers of ETN-FPI network. All 15 ESRs attended the workshop.



Figure 1 Workshop participants. Photo: Sergio Moreschini

Rationale of the workshop

“You can be the best in the world, have an amazing product/service, based on world class research and technology – it will get you absolutely nowhere unless you understand how to tell a compelling story that engages people and draw them in.”

The purpose of the workshop was to address the innovative aspects of the training programme by providing Early Stage Researchers (ESRs) with training in complementary skill such as commercialization of results, leadership skills, training in entrepreneurship alongside with overall knowledge of value creation in research.

The workshop consisted of a mixture of presentations and interactive sessions in which participants had to put the newly acquired knowledge in practice. The special emphasis of the workshop has been put on learning how to sell your idea, that is, how to pitch your idea to a potential customer (Your boss, venture capitalist or the consumer itself). The ESRs have been taught how to deliver a crisp, clear and short pitch that targets a specific audience as well as how to prepare a non-technical pitch and deliver it with passion and energy. In the exercise part, each ESR had to develop a pitch, present it to others and based on the feedback improve it further. This demonstrated how initial pitch can be considerably improved by using fast iterations and structured feedback.

Feedback from ESRs

Ten out of fifteen ESRs replied to feedback concerning the workshop on a scale from 1 (very low) to 5 (very high). Overall, most ESRs were satisfied with quality of content and presentation, interaction during the workshop and considered the workshop beneficial for future. Average based on answers received for quality for content was 4,1, quality of presentation 3,9, interaction and response to questions 4,2 and future benefit 3,8. The distribution of individual answers is shown in Figure 2.

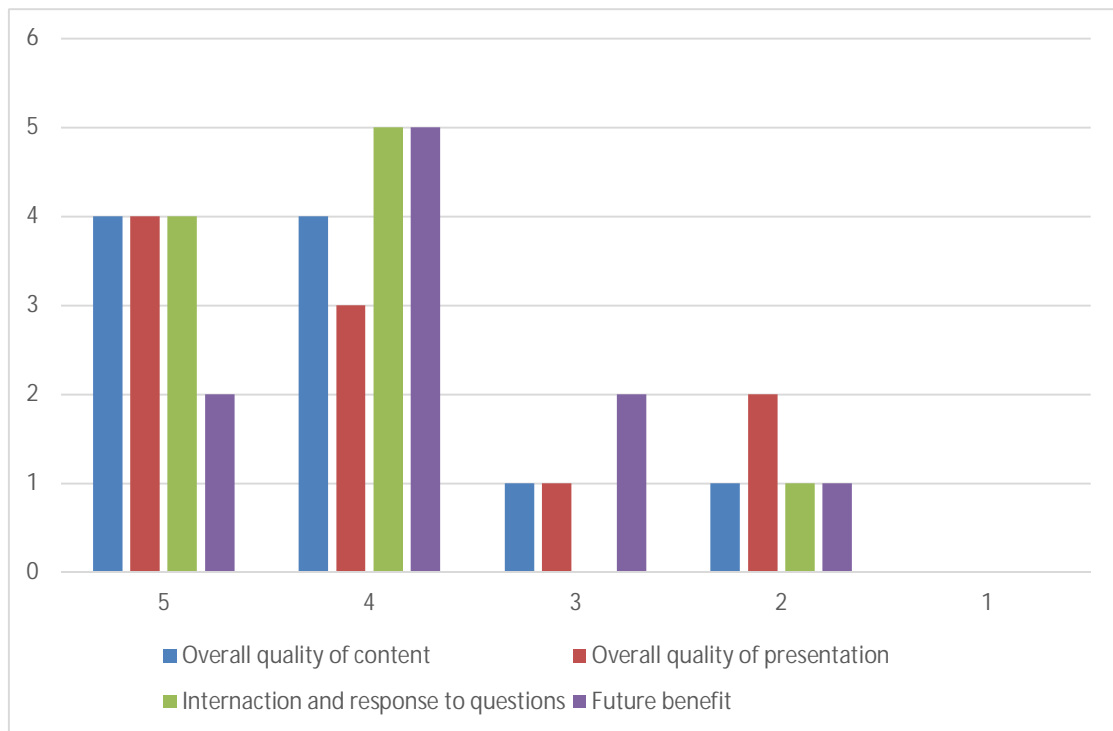


Figure 2 Workshop feedback