

The impact of my research: bridging knowledge to people needs



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

Second
Edition

The course aims to help researchers recognize the innovation potential of their work and align it with people's needs. Through multidisciplinary teamwork, students learn key technology transfer steps and apply them individually. It concludes with a pitch to experts and investors

The course consists in three modules:

1. The outside world rules (4 hours)

This module includes the kick-off meeting, the presentation of the learning agreement, the definition of the teams and the exploration of the Technology Transfer process up to the definition of what a Unique Value Proposition (UVP) is and how to design one tailored to each student research (home assignment: design a UVP based on your research results – 2 hours).



MAY 22nd · from 2pm to 5:30pm · Room 1H (Fiore di Botta)
Via del Pescarotto, 8 - 35131 Padova PD

2. What people want (4 hours)

This module includes a basic understanding of IP Management, market analysis, segmentation (buyer personas) and marketing. At the end of the module, the basic rules of pitching to a business audience will be presented (home assignment: Prepare a pitch that presents the unique value proposition linked to your research and the potential markets you could address. Practice with your teammates – 3 hours).



MAY 29th · from 2pm to 5:30pm · Room 1H (Fiore di Botta)
Via del Pescarotto, 8 - 35131 Padova PD

3. Get in the ring (4 hours)

A demo pitch session will be held with the teacher, followed by a final presentation to TT experts and investors.



JUNE 5th · from 2pm to 5:30pm · Room 1H (Fiore di Botta)
Via del Pescarotto, 8 - 35131 Padova PD