

# The impact of my research: Scaleup your results



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA

The course follows the first module, *Bridging Knowledge to People Needs*, and represents its continuation. The course provides researchers with practical tools to transform their research results into real-world products and services, addressing all key steps of the valorization and technology transfer process. It also covers how to estimate financial needs and engage with investors. Through multidisciplinary, cross-sector teamwork, students simulate technology transfer processes and apply lessons individually to their own research, culminating in a final pitch to unveil its innovation potential.

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## The course consists in three modules:

### 1. The #whateverittakes approach (4 hours)

This module includes the kick-off meeting, the learning agreement, the definition of the teams and the exploration of the Technology Transfer process to guide the students in understanding whatever it takes to design a successful business model starting from their research results, including a context analysis, how to deliver a Unique Value Proposition to the target segments, the key activities and resources needed and the strategic partnership to be established. The module includes also a basic understanding on how the numbers of a company are built and how to read financial statements (home assignment: design a business model starting from your research results and draft the numbers to start a business on them – 3 hours).



**NOVEMBER 25th** · from 2pm to 5:30pm · Room H8 (Engineering Hub)  
Via Tommaseo, 59 – 35131 Padova PD

### 2. People lie. Numbers don't (4 hours)

This module includes a basic understanding of how to use the financials to estimate the needs to startup a business and pitch it to investors (home assignment: develop an elevator pitch presenting the Value Proposition, the milestones ahead, the resources needed and the economic value that could be generated for an investor – 3 hours).



**DECEMBER 2nd** · from 2pm to 5:30pm · Room H8 (Engineering Hub)  
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### 3. Get in the ring (4 hours)

A pitch session will be held with TT experts and investors



**DECEMBER 16th** · from 2pm to 5:30pm · Room H8 (Engineering Hub)  
Via Tommaseo, 59 – 35131 Padova PD