



The impact of my research: bridging knowledge to people needs



4, 11, 18 ottobre 2024



Aula 2H Geoscienze, via Gradenigo, 6 - Padova

The course will be organized in 3 modules:

October 4th 14.00-17.30

The outside world rules

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's research.

October 11th 14.00-17.30

What people want

This module includes a basic understanding of market analysis, segmentation (buyer personas) and marketing.

October 18th 14.00-17.30

Get in the ring

This module introduces the basic rules of business pitching and addresses how to present the work done in the previous modules to a business audience.