

High-Tech Entrepreneurship

(for PhD students)



Lecturers:

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Description of the course:

This short course is designed to introduce participants, mainly **PhD students** from different disciplines, but also young researchers and post-docs, to the **basic** knowledge and competences about **high-tech entrepreneurship** and technology transfer.

More precisely, the course will provide participants with the basic understanding of the role, analytics, and process of business planning that lead to the successful creation of **new high-tech business ventures** within an academic environment. This means that they will learn about patents, about university-industry collaborations, about contract research, about starting a new company, about financing innovation, about marketing high-tech inventions, etc.



At the end of the course, they will be able to decide whether they need and want to know more about high-tech entrepreneurship. In this case, they will proceed to participate to a longer, **advanced** course about High-Tech Entrepreneurship. Otherwise, hopefully, the acquired knowledge will make them better researchers and managers in the future.

The lectures will take place in different places where high-tech entrepreneurship concretely originates. This will perhaps represent a small problem from a logistic point of view, but will also allow participants to know places and labs where they had perhaps never been before.

Lecture #1 - Why should I become a high-tech entrepreneur?

Place: **Institute of Biorobotics (Aula 3)**, Polo Sant'Anna Valdera, Scuola Superiore Sant'Anna, Viale Rinaldo Piaggio, Pontedera (Pisa).

Date: March 6, 2018

Time: 3 am- 6 pm

Topics: fundamentals of TT, motivations to set up a company, some cases, skype call with Andrea Paraboschi (Ales Tech).

Readings: J.J. Rutherford, Technology Transfer. What every biomedical engineer should know.

(Optional seminar: March 19, 2018 - Antonio Carbone, APRE - Opportunities for European funding in social sciences, Scuola Superiore Sant'Anna, Sede centrale, Piazza Martiri della Libertà 33, Pisa, Aula 3).

Lecture #2 - From the first idea to a business plan ... and beyond

Place: Scuola Superiore Sant'Anna, Sede centrale, Piazza Martiri della Libertà 33, Aula 8, Pisa.

Guest teacher: Ing. Nicola Vitiello (Scuola Superiore Sant'Anna and IUVO srl)

Date: March 19, 2018

Time: 3 pm-6 pm



Readings: B. Hugget (2014), Reinventing tech transfer, Nature Biotechnology, Vol. 32, N. 12, December.

Lecture #3 - Financing your business: looking for financial and industrial partners.

Place: Scuola Superiore Sant'Anna, Sede di Via Cardinale Maffi, Pisa (Aula 5 Maffi)

Guest teacher: Ing. Nicola Redi

Date: April 9, 2018

Time: 10 am-1 pm

Lecture #4 - And if I really want to set up a company? The secrets of the first steps.

Place: **Institute of Biorobotics (Aula 3)**, Polo Sant'Anna Valdera, Scuola Superiore Sant'Anna, Viale Rinaldo Piaggio, Pontedera (PI).

Date: April 16, 2018

Time: 3 pm-6 pm

Readings

Required readings will be distributed electronically by instructors.