



AARHUS UNIVERSITY

# CREATE IMPACT FROM AMAZING RESEARCH

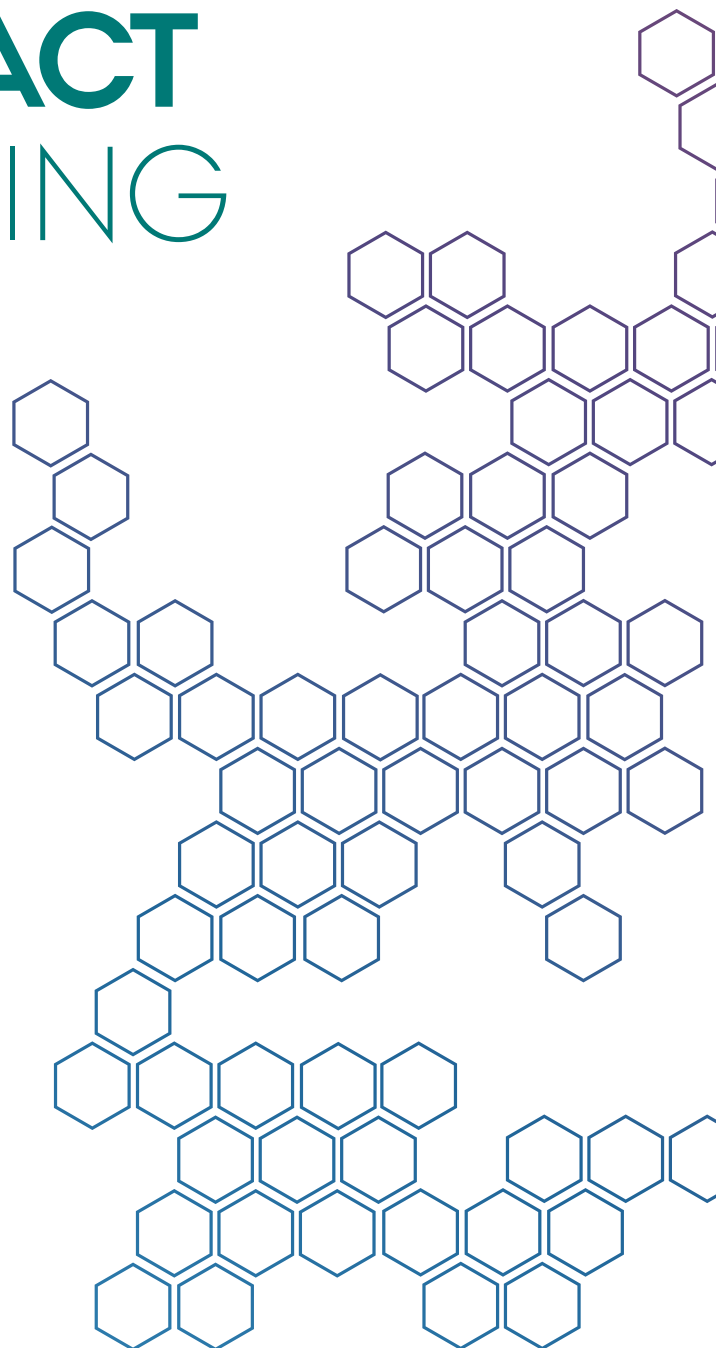
FALL PROGRAM 2019

---

Your research could change the world. Impact is the new research excellence. If you are working on an idea or an interesting research project/invention and want to explore how it can create impact, we can help you.

**SEE MORE AT [AU.DK/SFS](http://AU.DK/SFS)**

The program is for Ph.Ds, postdocs, and other personal from Aarhus University



# PROGRAM

## AWARENESS

Get inspiration and knowledge about entrepreneurial tools and mindset and how they can benefit you as a researcher



20.08.2019 16-18  
**Assets Inventory:**  
 Explore the assets in and around your research and get inspired on how to use it

10.09.2019 9-12  
**Put your research into play in society:**  
 Explore how you can create impact from your research

07.11.2019 13-16  
**Put your research in to play in society:**  
 Explore how you can create impact from your research

## COMPETENCES

Get concrete tools and hands-on training sessions



03.09.2019 13-16  
**Create value from your research:**  
 with a value proposition that fits your stakeholders

17.09.2019 13-16  
**\*Business Model Canvas:**  
 A practical workshop where you learn to work with the business model canvas

26.09.2019 13-16  
**How do I navigate uncertainty?**  
 A gamified method to explore uncertainty and how different choices matter

01.10.2019 13-16  
**A good pitch is everything:**  
 Learn how to make a pitch to different audiences

22.10.2019 14-17  
**\*Design Thinking:**  
 Unleash the potential for value creation in your upcoming and ongoing projects

05.11.2019 13-16  
**Collaboration Planning:**  
 How to identify and contact important stakeholders

19.11.2019 13-16  
**Ideation and Competition:**  
 How can your research based assets be used in alternative settings?

## REALIZATION ACTIVITIES

Spinout Program  
 This program is for you who want to explore your research in the light of spin out.



17.09.2019 13-16  
**\*Business Model Canvas :**  
 A practical workshop where you learn to work with the business model canvas

26.09.2019 13-16  
**How do I navigate uncertainty?**  
 A gamified method to explore uncertainty and how different choices matter

02.10.2019 13-16  
**Open "lab":**  
 Drop in and let us help you on business models, stakeholder analysis etc.

**SPINOUT PROGRAM**

This program supports the early development of potential academic spinouts. It is inspired from the Lean LaunchPad method aiming at creating early learnings about your customers, market and value proposition. It is an iterative process of business modelling, where you will be asked to get out of your daily research setting and learn from interviews, observations etc.

If you sign up to the Spin out program, it is mandatory for you to attend the workshops marked with a\*, or to show sufficient training in these fields either in Science for Society or else where which can be documented.

When signing up, you or your team will be invited to a personal introduction meeting. All participants and guest signs a NDA. Sign up with here.

**The program contains of the following four components, which are exclusively for participants for this program:**

- Business Model Canvas 2, 08.10.2019 from 16-19
- Advisory board/team, 12.11.2019 from 13-16
- Business Model Canvas 3, 26.11.2019 from 16-19
- Next Step Panel, 12.12.2019 from 16-19

### OPEN SCIENCE MODULES

Open Science students enrolled in the OS-thesis process must follow these three workshops to complete the course:

**Create value from your research**  
**Design Thinking**  
**Ideation and Competition**

### RESEARCH AND INNOVATION PUT INTO PLAY

Health honor students representing a potential spin out case, must sign up to the Spin out program and follow this along with the assigned researchers. In August / September you meet with the academic entrepreneurship staff to set your specific goals and plan the process for the team/case you are connected to.

### CUSTOMIZED WORKSHOPS/ INSPIRATIONAL TALKS

We wish to give the best talks and workshops as possible; therefore, in Science for Society 2.0 we offer specialized talks and workshop adapted to meet your interests and challenges. This could be a talk about collaborations with external partners, entrepreneurship as a tool or career path for researchers, or how to realise potential (commercial) value from research. We often include people from the industry to have an industry view into the individual topics.

Please contact Anne Sofie Dahlmann at [asb@au.dk](mailto:asb@au.dk), if you need advice or if you have ideas or concrete topics for talks or workshops.

### OPEN ENTREPRENEURSHIP CONFERENCE

The conference aims at bringing scientists and people from the industry together to create valuable knowledge sharing and create potential collaborations. The conference will take place at Aalborg University in Aalborg the 24th of October 2019.

See more at:  
[open-entrepreneurship.com](http://open-entrepreneurship.com)

### WORKING ON A GRAND APPLICATION?

Following workshops are appointed by the AU Research Support Unit to be beneficial to shape and sharpen your application. For other application activities check their web page [medarbejdere.au.dk](http://medarbejdere.au.dk)

**Create value from your research**  
**Put your research into play**  
**Design Thinking**  
**Collaboration Planning**

### NEED HELP AFTER SPINNING OUT?

AU Academic Entrepreneurship collaborates with external partners, who can help and facilitate your spinout, after spinning out. **Startvækst Aarhus** can amongst other help you regarding:

- Setting up a business
- Sales/marketing
- Leadership competences
- Recruiting

**INCUBA** offers free meetings with

- Legal staff
- Accounting
- Business networking
- Funding events

If you have other questions, don't hesitate to contact us, and we will try to direct you to the right agency.