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VITALISE Bootcamp 2022

Date: 20 September 2022

Location: Turin, Officine Grandi Riparazioni (Italy)

Target audience: Researchers and living lab beginners interested in applying the Living Lab methodology and tools in their studies/research.

Expected participants: 15 researchers maximum

The VITALISE Bootcamp will focus on how to exploit research results and turn them into a product or service. We will use a practical tool - specially adapted for living lab-based research - to judge the innovation potential of research elements. Basic principles of business building, strategy and tactics for commercialization, and appropriate paths to market will also be covered. We will use real-life startup case studies to illustrate the various factors involved in taking a research product into the market.

WHO SHOULD ATTEND:

The bootcamp is designed for idea owners, coaches, managers, startups, and researchers seeking to exploit their research results, with the aim of assessing the innovation readiness and maturity of projects.

AIM OF THE BOOTCAMP:

The Bootcamp will introduce tools (the Innovation Radar and the KTH Innovation Readiness Level TM Model) for conducting a reality check and define more objectively the progress of innovative projects towards commercialization.

BY ATTENDING THE BOOTCAMP YOU WILL LEARN:

- How to judge the innovative and commercial potential of research-based results
- Some basics of market entry and competitive analysis
- How to allocate suitable resources to control and guide the innovation process
- How to set realistic short- and long-term goals for commercialization

APPROACH:

The bootcamp will start with familiarizing participants with the Innovation Radar and KTH Innovation readiness model. It will be followed by a hands-on exercise, where participants will have the opportunity to test the tools for their own projects, or a using a test case provided by the facilitator. Participants will be guided through the evaluation process to learn how to assess the maturity and current development status of projects, including those supported by Living Labs.

AGENDA:

VITALISE Bootcamp 2022		Contributors
16:00 – 16:10 pm	Welcome and objectives	Evdokimos Konstantinidis (ENoLL) Martina Desole (ENoLL)
16:10 – 17:00 pm	Understand the tactics to commercialize your project	Paraskevi Giourka (AV)
17:00 – 17:50 pm	Assess the commercialization potential of your project	Adriane Thrash (AV)
17:50 – 18:00 pm	Conclusions and next opportunities from VITALISE Capacity Building Programme	Francesca Spagnoli (ENoLL)