

Entrepreneurship Workshop for Scientists and Engineers

Oct. 17th – 21st 2016

Date: 17th October 2016

Day 1

**Session Chairs: Morning: Surya Raghu
Afternoon: Richard Books**

Time	Subject	Speaker
8:30 - 9:30	Registration	
9:30 - 10:00	All to be seated Welcome remarks	ICTP - Brazil - Nathan Berkovits Surya Raghu IOP - Linsey Clark AUIN - Vanderlan da Silva Bolzani IQ - Rodrigo Fernando Costa Marques
10:00 - 10:45	Brief introduction of speakers, organisers and participants - self introduction (10 seconds each - 10 minutes) Workshop expectations and introduction to group projects "Speed-Networking" Exercise	Surya Raghu Richard Books/Dawood Parker
10:45 - 11:00	Coffee break	
11:00 - 12:00	Science-based entrepreneurship and research results commercialization in Brazil	Brito Cruz
12:00 - 13:30	Lunch break	
13:30 - 14:30	Identify 10 selected problems related to Brazil needing technical solutions and generate list of skills and resources needed to invent, innovate and implement solutions to the problems	Richard Brooks/Dawood Parker Group Activity
14:30 - 16:00	Tools for opportunity assessment and feasibility analysis	Surya Raghu
16:00 - 16:15	Coffee break	
16:15 - 18:00	Gathering the talent pool in the class for developing solutions to the problems Technical skills Other skills related to business What are you willing to learn to get the job done? Example of a good team to execute a solution to a typical problem	Richard Books/ Surya Raghu - with support from all speakers Participant-intensive session
18:00 - 19:00	Brainstorming for projects and wrap-up	Surya Raghu/ Richard Books

Date: 18th October 2016

Day 2

Session Chairs: Morning: Linsey Clark

Afternoon: Surya Raghu

Time	Subject	Speaker
9:30 - 11:00	Down-selecting high-impact projects and Resource Mapping and teaming the talent pool for working on specific ideas – team formations Group Project Part 1 Identifying markets and customers	Richard Brooks/ Dawood Parker Group Activity
11:00 - 12:00	Coffee break Teaming	
12:00 - 13:00	Competition, entry barrier and market analysis, business model development	Surya Raghu
13:00 - 14:30	Lunch break Group photo	
14:30 - 15:30	Tools for financial estimations Sales price and market demand Costs of sales for products and services Gross margin Examples of costs of sales for product and service, range for different sectors Fixed overheads	Richard Brooks
15:30 - 16:30	Tools for protecting intellectual property, copyrights, trademarks, patents, trade secrets, etc.	Maria Inez Fernandes Faraldo
16:30 - 16:45	Coffee break	
16:45 - 17:45	Brazil patent office information	Maria Inez Fernandes Faraldo
17:45 - 19:00	Group project part 2 Technology road mapping and opportunity assessment Market analysis Preliminary costs and margins IP strategy Wrap-up	All Speakers
19:00 - 19:30	Break before Dinner	
19:30 - 21:30	Workshop Dinner	

Date: 19th October 2016

Day 3

Session Chairs: Morning: Rodrigo Fernando Costa Marques

Afternoon: Surya Raghu

Time	Subject	Speaker
9:30 - 10:15	Legal contracts and agreements in start-ups	Dawood Parker
10:15 - 11:00	Creative protagonism: navigating future challenges	Daniel Gurgel
11:00 - 11:15	Coffee break	
11:15 - 12:15	Taking the inventions to market: Evaluating the Technology Readiness Level (TRL) of an invention for commercialization, processes involved and estimates of time required to develop a product from an invention.	Surya Raghu
12:15 -13:15	Pitching for cash: equity issues, share dilution Valuation at various stages of development. Funding needs at different stages	Richard Books
13:15 - 14:45	Lunch break	
14:45 - 15:45	The bases of IP and innovation in Brazil scenario.	Maria Valnice Boldrin Zanoni
15:45 - 17:15	Classroom exercise on taking an idea to market	Dawood Parker / Surya Raghu
17:15 - 17:30	Coffee break	
17:30 - 18:30	Group project part 3 Forecasting costs and cash requirement Stage of your product/service and time to market Valuations and Return on Investment Collaborations/ partnerships/ Strategic Relationships Competition Analysis Barriers to Entry	All speakers and participants
18:30 - 19:00	Wrap-up for the day 3	Surya Raghu

Date: 20th October 2016

Day 4

Session Chairs: Morning: Dawood Parker
Afternoon: Richard Brooks

Time	Subject	Speaker
9:30 - 10:15	Communication and presentation skills	Richard Brooks
10:15 - 10:45	Start, stumble and succeed	Surya Raghu
10:45 - 11:00	Coffee break	
11:00 - 11:45	Outlook and experiences of being an inventor/ entrepreneur in Brazil	Fernando Galambeck
11:45 - 13:15	Local entrepreneurs/ innovators Presentation and panel discussion Fifteen minutes for individual talks before a round table	Panel Chair: Fernando Galambeck: <ul style="list-style-type: none">• Luciano Avalone: <i>Telos Consulting - Technological Prospecting</i>• Rodrigo Marques: <i>Procell Biologics</i>• Rafael: Kanaí: <i>First Sugar-Cane juice in bottle</i>• Estácio Terui: <i>TEY Eolic generator</i>
13:15 - 14:45	Lunch break	
14:45 - 16:45	Project trouble shooting Q&A for speakers Group Project Part 4 - complete the 10-minute pitch and practice for the presentation using guidelines provided.	All speakers
16:45 - 17:00	Coffee break	
17:00 - 19:00	Group project (continued) and business pitch preparation and a practice presentation	Surya Raghu

Date: 21st October 2016

Day 5

Time keeping official: Surya Raghu

Time	Subject	Speaker
09:30 - 10:00	Upload business-pitch presentations Determine order of presentations Introduction to rules of presentations Introduction to the panel of judges	Panel: All Speakers, (TBD) Richard Brooks Surya Raghu
10:00 - 11.20	Session 1, groups 1, 2, 3, 4	Timekeeping official
11.20 -11:35	Coffee break	
11:35 -12:55	Session 2, groups 5, 6,7,8	Timekeeping official
12:55 - 14:25	Lunch break	
14:25 -15:25	Feedback to the participants on their presentations Feedback from participants to the organisers (written and informal)	All panellists: Moderator: Richard Brooks All participants Moderator: Surya Raghu
15:25 - 15:45	Follow-up Support from IOP	Linsey Clark
15:45	Concluding Remarks Distribution of certificates	Nathan Berkovits Rodrigo Fernando Costa Marques Surya Raghu