

## MEET Training Programme (4 days)

The training will be structured in a four (4) day training session dedicated to:

- Day 1 (1<sup>st</sup> half): Analysis of the main European Public Funding schemes for R&D and Innovation
- Day 1 (2<sup>nd</sup> half): How to build a successful proposal for Horizon 2020
- Day 2: How to build a successful proposal for Horizon 2020
- Day 3: The technology transfer process
- Day 4: The commercial process of technology buying and selling

A proposal for each training session's programme is provided here below:

### DAY 1 – February 2<sup>nd</sup> 2015 (Monday)

#### Morning session: Analysis of the main European Public Funding schemes for R&D and Innovation

8.30	<b>Participants welcome</b>
09.00	<b>Overview of the main pillars of the Horizon 2020 programme:</b> <ol style="list-style-type: none"><li>1. Excellent science</li><li>2. Industrial leadership</li><li>3. Societal challenges</li></ol>
11.00	<b>Coffee break</b>
11.30	<b>Focus on the Horizon 2020 programme “PERSONALISING HEALTH AND CARE” (Main Pillar: Societal Challenges) and on the call H2020-PHC-2015-single-stage (deadline 21/04/2015)</b>
13.00	<b>Lunch</b>

#### Afternoon session: How to build a successful proposal for Horizon 2020

14.00	<b>The preliminary steps to build a successful proposal for Horizon 2020</b> <ol style="list-style-type: none"><li>4. How to define a robust project idea</li><li>5. How to build a strong consortium step-by-step</li><li>6. How to present your project idea in an appealing abstract</li></ol>
16.30	<b>Questions and answers</b>
17.00	<b>End of training</b>

## DAY 2 - February 3<sup>rd</sup> 2015 (Tuesday)

### How to build a successful proposal for Horizon 2020

8.30	<b>Participants welcome</b>
09.00	<b>How to write a competitive proposal: Section 1 – Excellence</b> <ul style="list-style-type: none"><li>1.1 Objectives</li><li>1.2 Relation to the work programme</li><li>1.3 Concept and approach</li><li>1.4 Ambition</li></ul>
11.00	<b>Coffee break</b>
11.30	<b>How to write a competitive proposal: Section 2 – Impact</b> <ul style="list-style-type: none"><li>2.1 Expected impacts</li><li>2.2 Measures to maximise impact</li></ul>
13.00	<b>Lunch</b>
14.00	<b>How to write a competitive proposal: Section 3 – Implementation</b> <ul style="list-style-type: none"><li>3.1 Work plan — Work packages, deliverables and milestones</li><li>3.2 Management structure and procedures</li><li>3.3 Consortium as a whole</li><li>3.4 Resources to be committed</li></ul>
16.00	<b>How to write a competitive proposal: Section 4 – Members of the consortium Section 5 – Ethics and Security</b> <ul style="list-style-type: none"><li>4.1 Participants (applicants)</li><li>4.2 Third parties involved in the project (including use of third party resources)</li><li>5.1 Ethics</li><li>5.2 Security</li></ul>
16.30	<b>Questions and answers</b>
17.00	<b>End of training</b>

## DAY 3 - February 4<sup>th</sup> 2015 (Wednesday)

### The Technology Transfer Process

8.30	<b>Participants welcome</b>
9.00	<b>Overview of the Innovation building process</b> <ul style="list-style-type: none"><li>- Enhancing competitiveness through Innovation: the value creation drivers for the Research and for the Industry</li><li>- Innovation versus Research: conflicts and opportunities</li></ul>
11.00	<b>Coffee break</b>
11.30	<b>Case Study Analysis: INNOVATION &amp; IMITATION (HBS) - 1<sup>st</sup> part</b>
13.00	<b>Lunch</b>
14.00	<b>Case Study Analysis: INNOVATION &amp; IMITATION (HBS) - 2<sup>nd</sup> part</b>
15.00	<b>Lesson learnt from the case: the Innovation Strategy</b>
16.30	<b>Questions and answers</b>
17.00	<b>End of training</b>

## DAY 4 - February 5<sup>th</sup> 2015 (Thursday)

### The commercial process of technology buying and selling

8.30	<b>Participants welcome</b>
9.00	<b>Analysis of the processes of buying and selling technology</b> <ul style="list-style-type: none"><li>- The Technology commercialisation international experience</li><li>- Elements of Technology development strategy</li></ul>
10.30	<b>Coffee break</b>
11.00	<b>The Technology Transfer process in Europe</b> <ul style="list-style-type: none"><li>- The State of the art: the most successful TT business models</li><li>- Technology and knowledge detection and evaluation</li><li>- Information sources analysis</li></ul>
12.30	<b>Analysis of a Spin-off case study: XEROS (original elaboration by Innova S.p.A.)</b>
13.00	<b>Lunch</b>
14.00	<b>Negotiations of IP, IP business development &amp; IP finance</b> <ul style="list-style-type: none"><li>- The Patent evaluation methodologies</li><li>- IP business development, IP Financing</li><li>- Promoting the Patent portfolio</li><li>- International examples and cases</li></ul>
15.30	<b>Case Study Analysis: MBS in China (original elaboration by Innova S.p.A.)</b>
16.30	<b>Wrap-up and Questions and answers</b>
17.00	<b>End of training</b>

## Training Location

### Address:

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### Google maps:

<https://www.google.it/maps/place/Tryp+Oceanic+Hotel+Valencia/@39.458344,-0.348011,17z/data=!3m1!4b1!4m2!3m1!1s0xd6048ee45c828bf:0xf7ae56af4657a1d9>

