

BUILD - 'Fomentar una Cultura de Emprendimiento e Impulsar la Cooperación Universidad -

Empresa y sociedad para el desarrollo de Centro América'

3er. Módulo: 'Gestión y Explotación de resultados de proyectos de investigación y cuestiones PI'			
Learning Outcomes .-			
<u>The main objectives of this training module are:</u> * To define and understand how to create value from research – from an Eco and innovation System' perspective: - Exploring what an innovation system is - recognizing which stakeholders can be involved and are needed for creating value - Defining the different mechanisms and functions needed to create value from Research (e.g.: entrepreneurship schools, science parks, meeting places, incubators, etc) - Examining what kind of culture is needed to support 'research to market / society' * To learn how to design and develop strategies/processes/structures needed for driving, integrating and sustaining 'research based innovation' at Universities: - Exploring a model for how to design and integrate research to market strategies, including identifying 'process owners' (who can be responsible for what) * To share examples and experiences from our partner group on 'creating value from Research' - Learning about the diversity in approaches and possibilities 'in structuring 'research to innovation' * Tools and techniques for analyzing and discovering value in university research - Learning and testing an approach for 'idea evaluation' and its generation of possible commercial applications * To learn how to create value together Universities and companies – 'from a company perspective' - - To learn what mechanisms are needed in companies to support their involvement and collaboration with universities * To learn how you can use IP to create openness for innovation (rather than temporary monopolies) * To learn how to survive the early stages of creating value in innovation – seed financing, angel investors, organisation structures, etc.			
Methodology			
During the first 3 days we will create a learning environment that includes various ways of learning and participating. We will include presentations from the experts as well as from the participants; we will create exercises to practice the methods and tools taught in the lectures; we will have time for reflection, analysis, sharing examples and giving and getting feedback to each other; and finally, we will have time to examine how to take what we learned and apply it at our own institutions. <u>Experts:</u> - Sari Scheinberg, Chalmers University, IMIT - Sverker Alänge, Chalmers University - Ricardo Amador, Chalmers University – School of Entrepreneurship (CSE) - Virginia Ferrer, Universidad de Alicante - Mark Anderson, Glasgow Caledonian University - Samuel Vasquez, USMA - Mariela Salgado – UTP			
05/08/2013			Venue: UAM
From	To	Duration	1 st Day Training Module
08.15	08.30	15'	Arrival of Participants
08.30	08.45	15'	Welcome – Ernesto Medina Sandino – Rector UAM
08.45	09.00	15'	Welcome by BUILD and local leaders! <i>Justiniano Montenegro (USMA), Project Coordinator</i>
09.00	09.45	45'	Checking-in and expectations <i>Sari Scheinberg, Chalmers University (CUT) and Abel Reyes (UAM)</i>
09.45	10.45	60'	The Eco-system & Culture - What is needed to support Value Creation <i>Sari Scheinberg and Sverker Alänge (CUT)</i>
10.45	11.15	30'	Coffee break
11.15	12.15	60'	Good Practice Creating Value from Research at UA <i>Virginia Ferrer, University of Alicante (UA)</i>
12.15	13.00	45'	Buenas practicas de Creating Value from Research at Chalmers <i>Sari Scheinberg, Sverker Alänge and Ricardo Amador (CUT)</i>
13.00	14.00	60'	Lunch Break
14.00	14.45	45'	Presentacion proyectos Banadores XVIII muestra empresarial UAM 2013 <i>presenting?</i>
14.45	15.00	15'	Summarizing the key factors needed to create value from Research- discussion <i>Sari Scheinberg and Sverker Alänge (CUT)</i>
15.00	17.30	150'	What Hinders & Facilitates The Creation of Value from Research in the University – Exercise AIM process <i>Sari Scheinberg and Sverker Alänge- (CUT)</i>
16.45	17.00	15'	Conclusions and definitions of each institution objectives Next steps for integrating and diffusing the learning into the university <i>Sari Scheinberg (CUT)</i>
17.15			Traslado al hotel/back to the hotel
17.30	19.30	120'	Paseo por Galeria Santo Domingo

06/08/2013			Venue: UAM
From	To	Duration	2nd Day Training Module
08.15	08.30	15'	Arrival of Participants
08.30	09.30	60'	Idea Evaluation – Models and Methods <i>Sari Scheinberg and Sverker Alänge (CUT) and Ricardo Amador</i>
09.30	10.30	60'	Idea Evaluation – Case and Group exercise <i>Sari Scheinberg and Sverker Alänge (CUT) and Ricardo</i>
10.30	11.00	30'	Coffee break
11.00	12.00	60'	Idea Evaluation – Group exercise – cont. <i>Sari Scheinberg and Sverker Alänge (CUT) and Ricardo</i>
12.00	13.00	60'	Group Presentation and Discussion
13.00	14.00	60'	Lunch Break
14.00	15.00	60'	Conclusions and Reflections on Idea Evaluation Process – How can you take these methods and model back to your university? <i>Sari Scheinberg and Sverker Alänge (CUT)</i>
15.00	15.15	15'	Evaluation and Reflection on the day – planning for 3rd Day <i>Sari Scheinberg and Sverker Alänge (CUT)</i>
15.15	16.15	60'	Traslado a Masaya y Granada
16.15	21.00		Compras en mercado de artesanías de Masaya y Paseo por Granada.
21.00	22.00	60'	Traslado al hotel/Back to the hotel

07/08/2013			Venue: UAM
From	To	Duration	3rd Day Training Module
08.15	08.30	15'	Arrival of Participants
08.30	08.45	15'	Reflection and focus for the 3rd session <i>Sari Scheinberg (CUT)</i>
08.45	10.15	90'	Learning & Outcomes from PRODEM <i>Samuel Vásquez (USMA) & Mariela Salgado (UTP)</i>
10.15	10.45	30'	Coffee break
10.45	11.30	45'	Creating Value – in Collaboration with Companies – The case of Google <i>Sverker Alänge (CUT)</i>
11.30	12.00	30'	Creating openness through IP <i>Sverker Alänge (CUT)</i>
12.00	12.30	30'	Creating and Exploiting Value in GCU <i>Mark Anderson, Glasgow Caledonian University</i>
12.30	13.30	60'	Pausa comida
13.30	15.30	120'	Strategies to integrate learnings and strategies for enhancing Value Creation in University – University teams create strategies and presentations (5-10 minutes)
15.30	16.00	30'	Coffee pause - Velada Musical Camerata BACH Cafeteria UAM
16.00	17.00	30'	Evaluation, Reflection and learning from Module 3 Sari and Sverker
17.00	17.30	30"	Conclusiones y estructura para el próximo paso... <i>Justiniano Montenegro</i>
17.30			Traslado al hotel/Back to the hotel

08/08/2013			Venue: UNAN Leon
From	To	Duration	Project Consortium Meeting
7.00	08.15		Traslado a León/Transportation to León
08.45	09.00	15'	Arrival of Participants
9.00	09.15	15'	Focus and Goals for the Consortium meeting
09.15	10.30	90'	Discussion
10.30	11.00	30'	Coffee Break
11.00	11.30	30'	Próximos pasos/Next steps - Virginia and Justiniano
11.30	12.00	30'	Clasura del evento/Closing
12.00	13.30	90'	Pausa comida/Lunch
13.30	16.00	150'	Visita sitios turísticos de León/
16.00	17.30	90'	Traslado a Managua/Back to the hotel in Managua