



KTH Innovation

ACCESS Innovation Day

In collaboration with KTH Innovation

HANDS-ON, SKILL BUILDING ONE DAY WORKSHOP FOR SUCCESSFUL INNOVATION

KTH Innovation has worked with more than 500 research related ideas for new products, services or technologies that could have commercial potential and create a positive impact on society.

In that process we have learnt that when you get the idea a number of questions pop up: What do I do now? Is it a good idea? Should I patent it? Can I sell this to someone? How much time will this project take?

With these questions in mind KTH Innovation has designed this workshop for researchers with an idea for a product, service, or technology related to their research.

The workshops cover key elements that are essential for successful innovation and commercialization. The content is based on the experience from hundreds of ideas that KTH Innovation has supported in the innovation process since we started in February 2007.

THE DAY IS BUILT AROUND THREE INTERACTIVE WORKSHOPS:



THE 3-HOUR INNOVATION PLAN

This workshop gives you a framework to evaluate and develop your ideas into successful innovations. At the end of the workshop you will have a first draft of an innovation plan covering core elements of the innovation process.



IP AND AGREEMENTS AS VALUE CREATORS

This workshop shows you how to handle IPR, e.g. through patents and legal agreements, to create value from your research. After the workshop you will be able to make better informed decisions concerning the output from your research – the intellectual property you create.



SELLING YOUR IDEAS

This workshop trains you in the most important skill to create real impact – to get people to invest time and money in your ideas. You will leave the workshop with a first version of a sales pitch for your idea and a plan for the sales process.

AN EXCELLENT AND TIME EFFICIENT WAY TO JUMP-START YOUR POTENTIAL BUSINESS IDEA

- Identify the key questions to answer to figure out if your idea has enough potential to justify the time and resources needed to develop it.
- Gain an insight into the innovation process and the support you can get along the way, both in terms of competence and funding.
- Develop skills and competencies that are valuable in other parts of your work, in particular when you want to get funding for your research projects.