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Salvatore Dore

WHY DO TECHNOLOGY TRANSFER?

- To promote the research

- To make money

- A combination of the above

- To create work

- To create national wealth

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How Universities can help the development of soft skills

A practical example:

the Contamination Lab of the University of Trieste

A BRIEF PREMISE: INCUBATORS AND ACCELERATORS
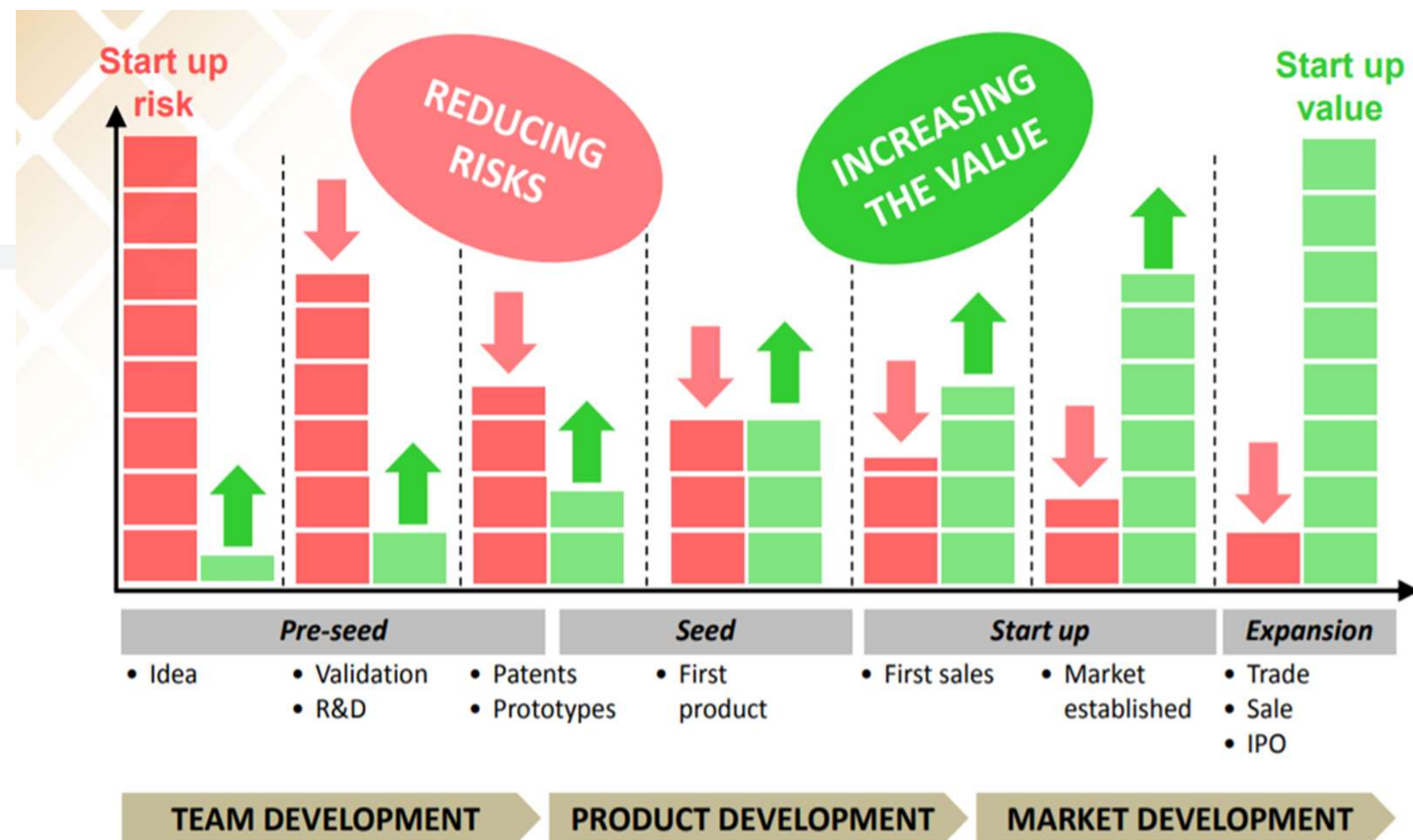
Incubators support businesses in the first stages (first 3 years).

Accelerators support businesses during the scale-up stage, helping them improve business models and connect with investors.

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THE CLAB IS A HUB

It is neither an incubator

nor an accelerator.

A hub facilitates enterprise development focusing on different stages and different types of services that involve:

CO-WORKING - NETWORKING - COMMUNITY

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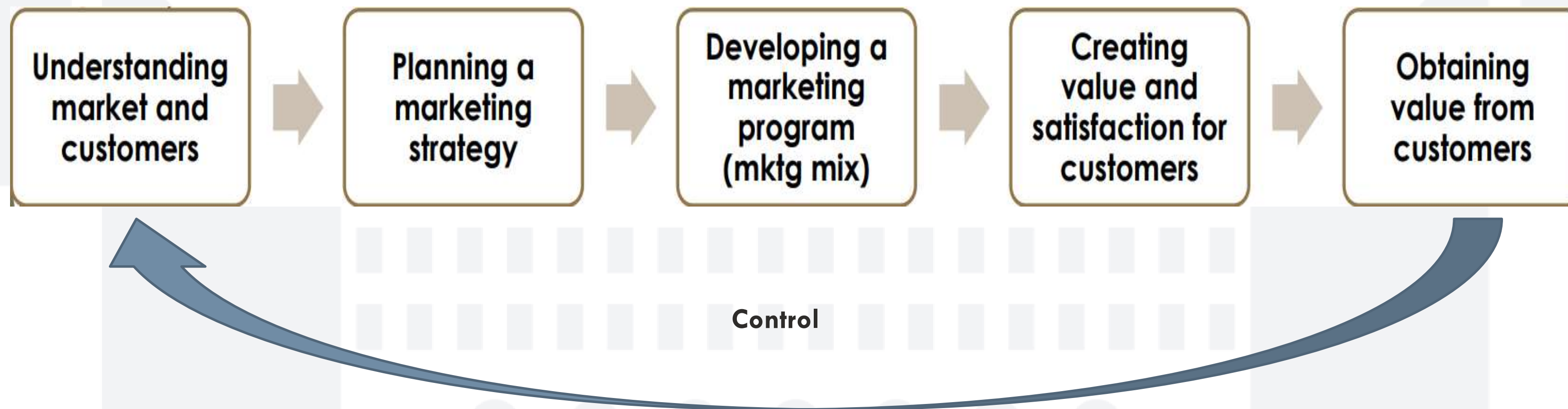
WHO ARE THE "CLABBERS"?

Each year, 30 UniTS students have the unique opportunity to work on their projects side by side with professionals in **business planning**, **open innovation** and **enterprise strategy**.

The CLab is structured as an aggregator of innovative paths of teaching and support for new business creation. Within this framework, physical spaces are made available for **innovative teaching**, **coworking** and a **making** corner where to create prototypes.

Almost 1,000 square metres distributed on 2 floors for students to invest in themselves: the only thing they need to put in is their own time and ideas!

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UNDERSTANDING THE MARKETING PROCESS

Marketing is a process by which companies create **value** for customers and build strong customer relationships in order to capture value from customers in return. (Kotler et al., 2019)
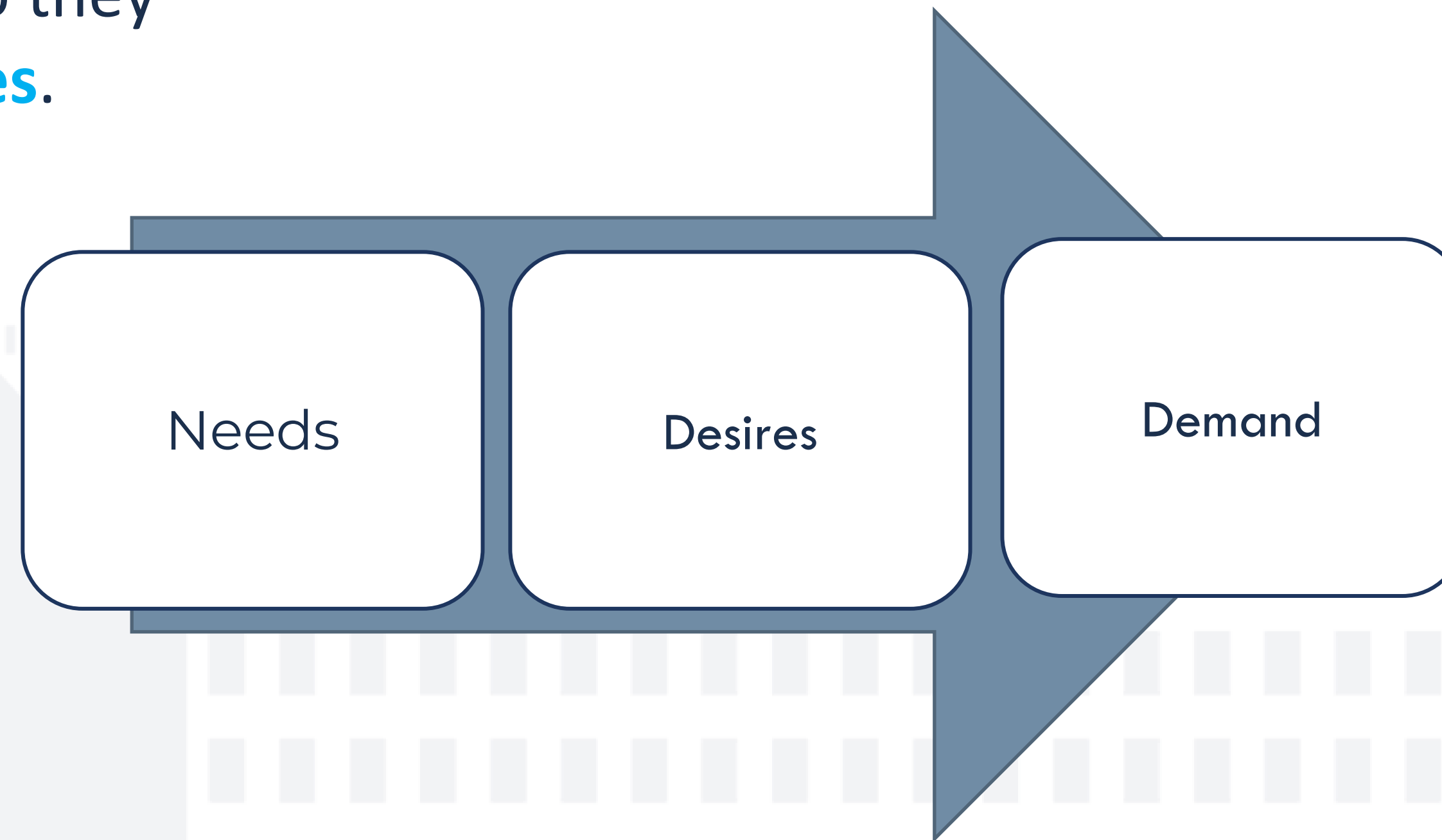


```
Understanding    →    Planning a     →    Developing a    →    Creating       →    Obtaining
market and            marketing           marketing            value and            value from
customers             strategy            program              satisfaction for     customers
                                          (mktg mix)           customers
```
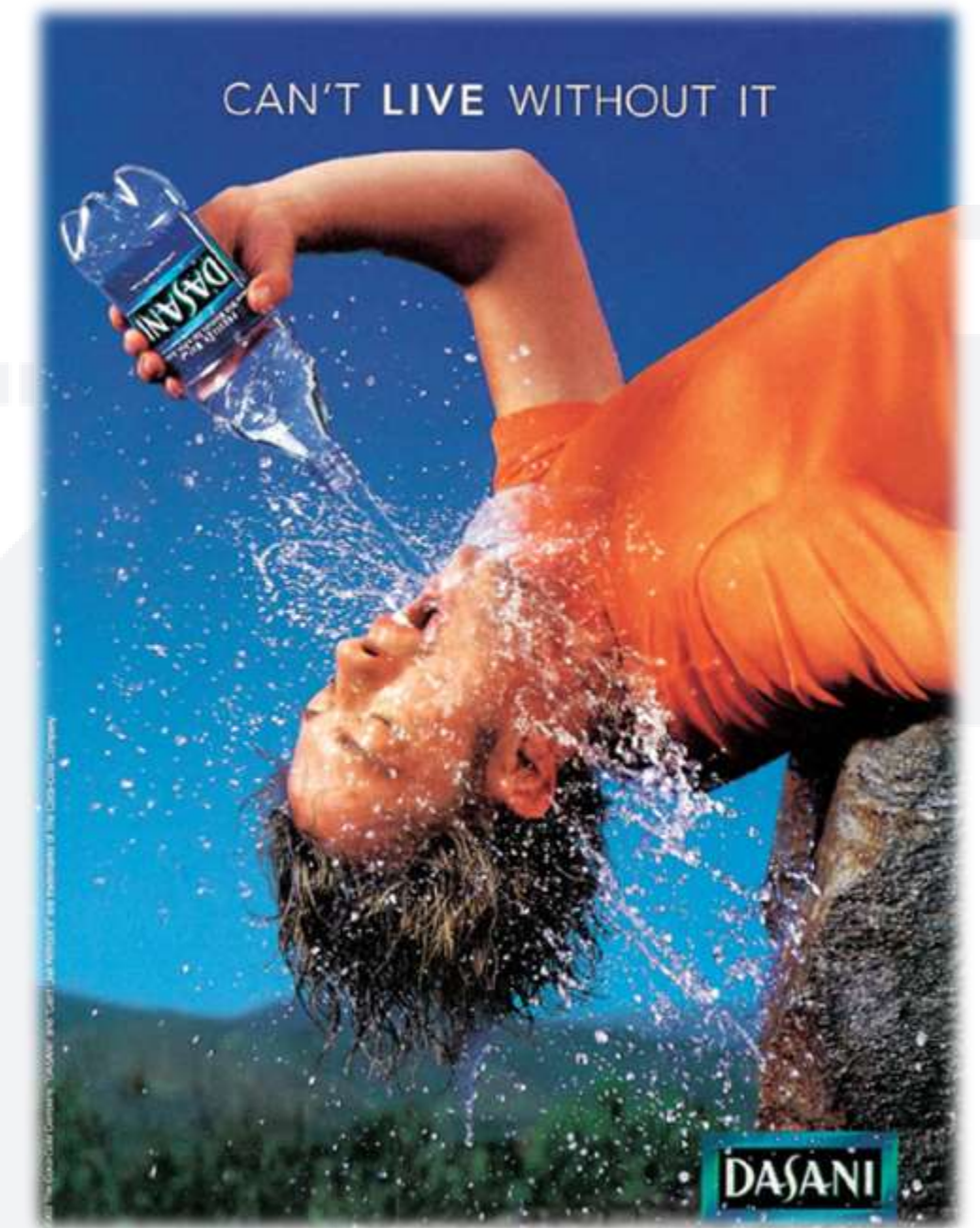
Control

Economic

Value

Functional

Symbolic

Needs are shaped by culture and individual personality and so they become **desires**.

Needs → Desires → Demand

Desires create **market demand** only if they are supported by purchasing power.

Needs and desires change
over **time** and **space**.

TOWARD SUSTAINABLE MARKETING

>> Does a company that meets its target market's immediate needs and desires always act in the best interest of **consumers** and the **community** from a long-term perspective?

>> The sustainable marketing orientation challenges marketing's ability to assess possible conflicts between **consumers' short-term desires** and **long-term well-being**.

Lectures

Business model canvas
Business planning
New product forecasting
Storytelling and Communication
Leadership, team building and social strategies

learning
mentoring
coworking
making

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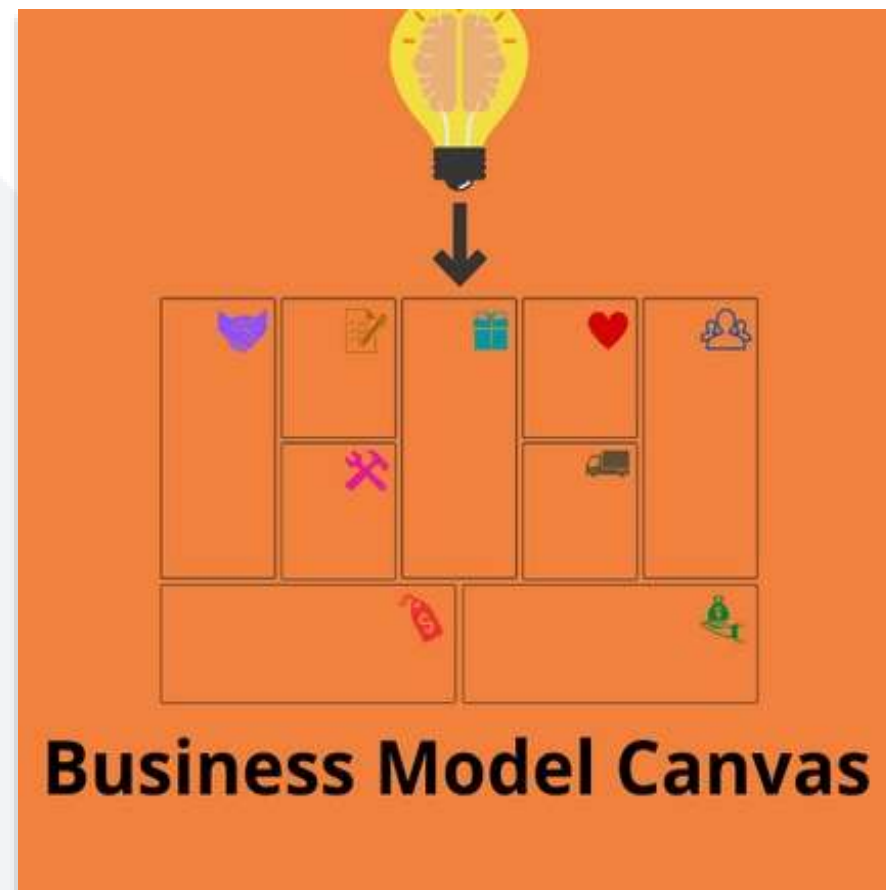uniTS

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Lectures: Business Model Canvas

Business Model Canvas

- Business models and competitivity.
- Case study analysis and risk evaluation.
- The Business Model Canvas as a tool to easily schematise one's business model.

→ The Business Model Canvas divides a business model into 9 fundamental blocks, each of which can be analysed both separately and in relation with the others to better rationalise operating methods.

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Lectures: Business Planning

- Logistics and dynamics of new business creation and its main tool: the Business Plan. How to read market dynamics and weak signals and predict their tendencies.

- Elements that can make a new business successful and how to include them in a plan.

- Building an effective Business Plan: functional and logical framework.

- Executive summary and business plan and their parts.

- Practical examples: analysis of an actual business plan.

Lectures: New Product Forecasting

- Risk evaluation of new products in terms of time and budget.

- Market analysis and product placement examples.

- Sales forecast, trading and pricing policies.

- Simulation techniques to determine economical and financial sustainability, the choice of investments and the risk evaluation methods.

- Megatrends and microtrends.

- Market analysis and demand forecast: understanding how competitors work.

- The lifecycle of the product and its phases.

Lectures: Storytelling and communication

Storytelling e Comunicazione

- Storytelling as a method to create meaning.
- Storytelling and narration in marketing and communication.
- The elements of a story and recurring narrative models.
- The creation of a digital story.
- Tools to create engaging contents.
- How to set up a narrative online campaign.
- New storytelling trends and applications.

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Lectures: Leadership, team building and social strategies

Leadership, team building & social strategies

- Individual identity and team identity affirmation.

- The team as multiplier of individual competences.

- Building a team: striving for high performances, working towards common objectives vs. individual objectives.

- Motivational dynamics of associates and how they influence professional performance and company affiliation.

- Managing a team and leadership strategies: the leader as the team's first trainer, assertive leadership for the effective guidance of associates.

- Organisational communication: keeping working relationships professional while protecting personal ones.

mentoring

coworking

making

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"Business Lounge": a cycle of in-depth seminars

- Business planning

- Intellectual Property

- Marketing

- Networking

learning

mentoring

coworking

making

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learning

mentoring

coworking

making

– Community

– Team building

– Shared spaces

– Communication

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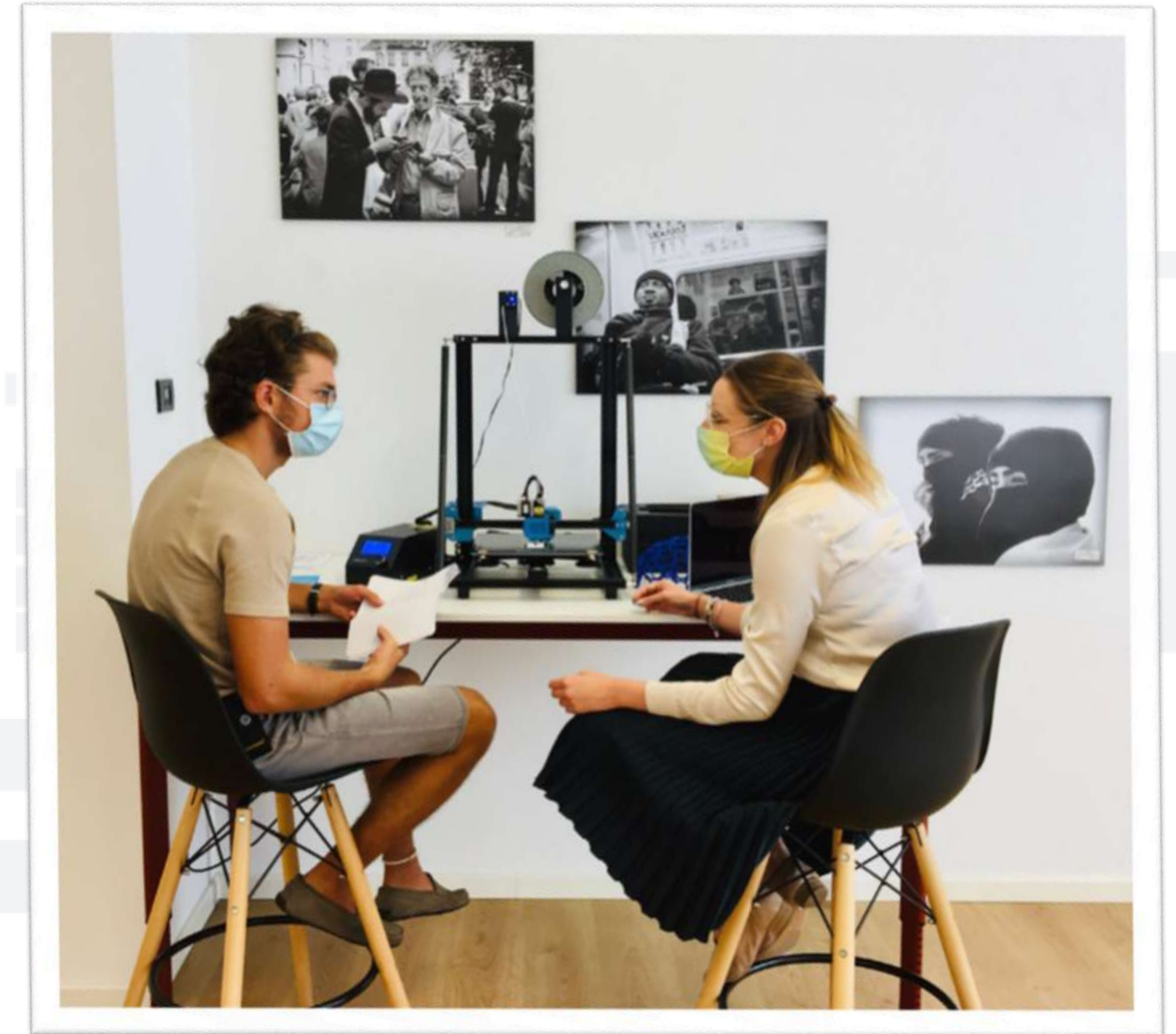
making

Prototype development

-3D printers
-Laser printer
-Laser cutter

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ONLINE INFO

CLab Network Israel

CLab Network Istanbul

CLab Network Istanbul

CLab Network Istanbul

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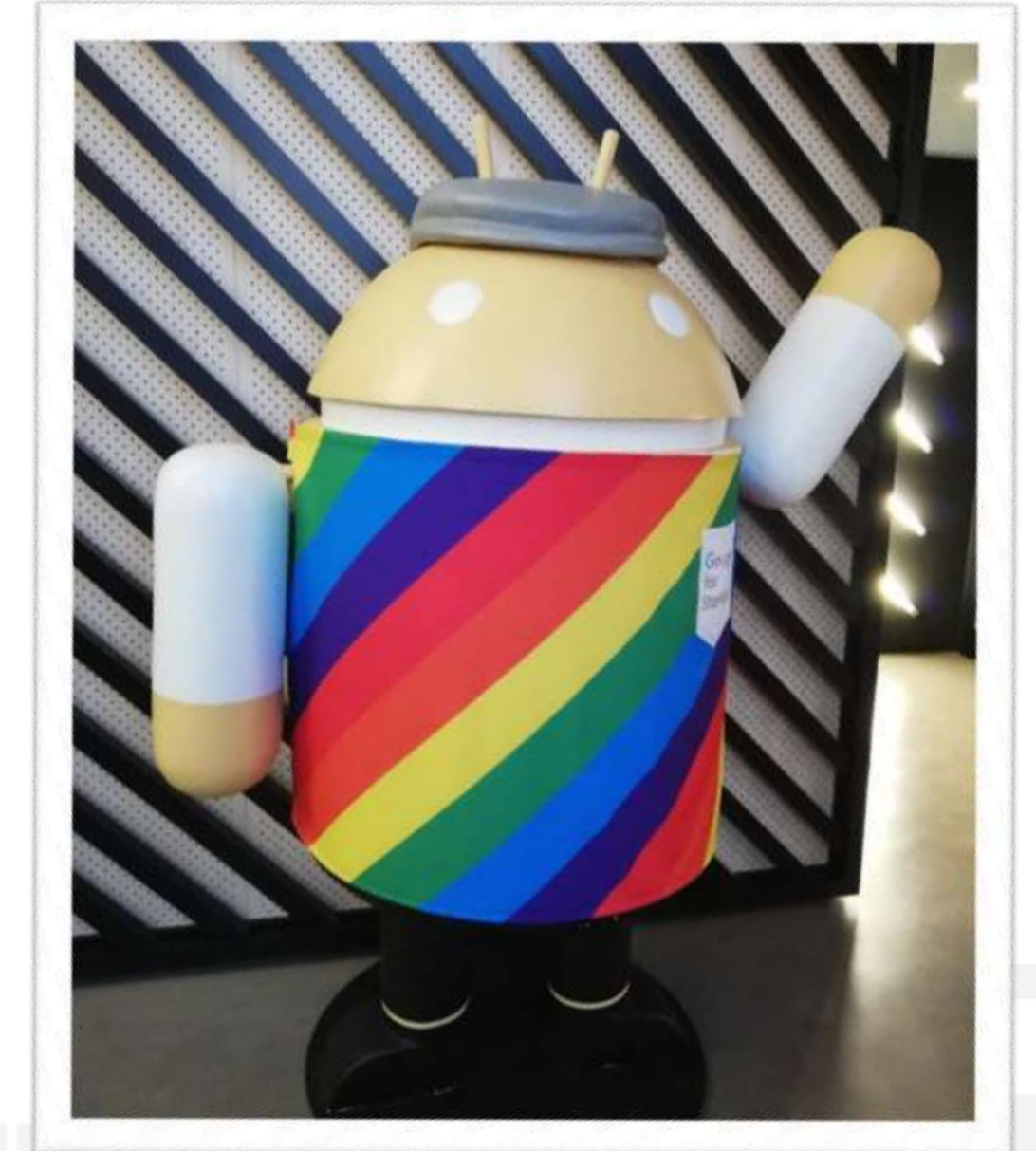
CLab Network Vienna

CLab Network Berlin

CLab Network Catania

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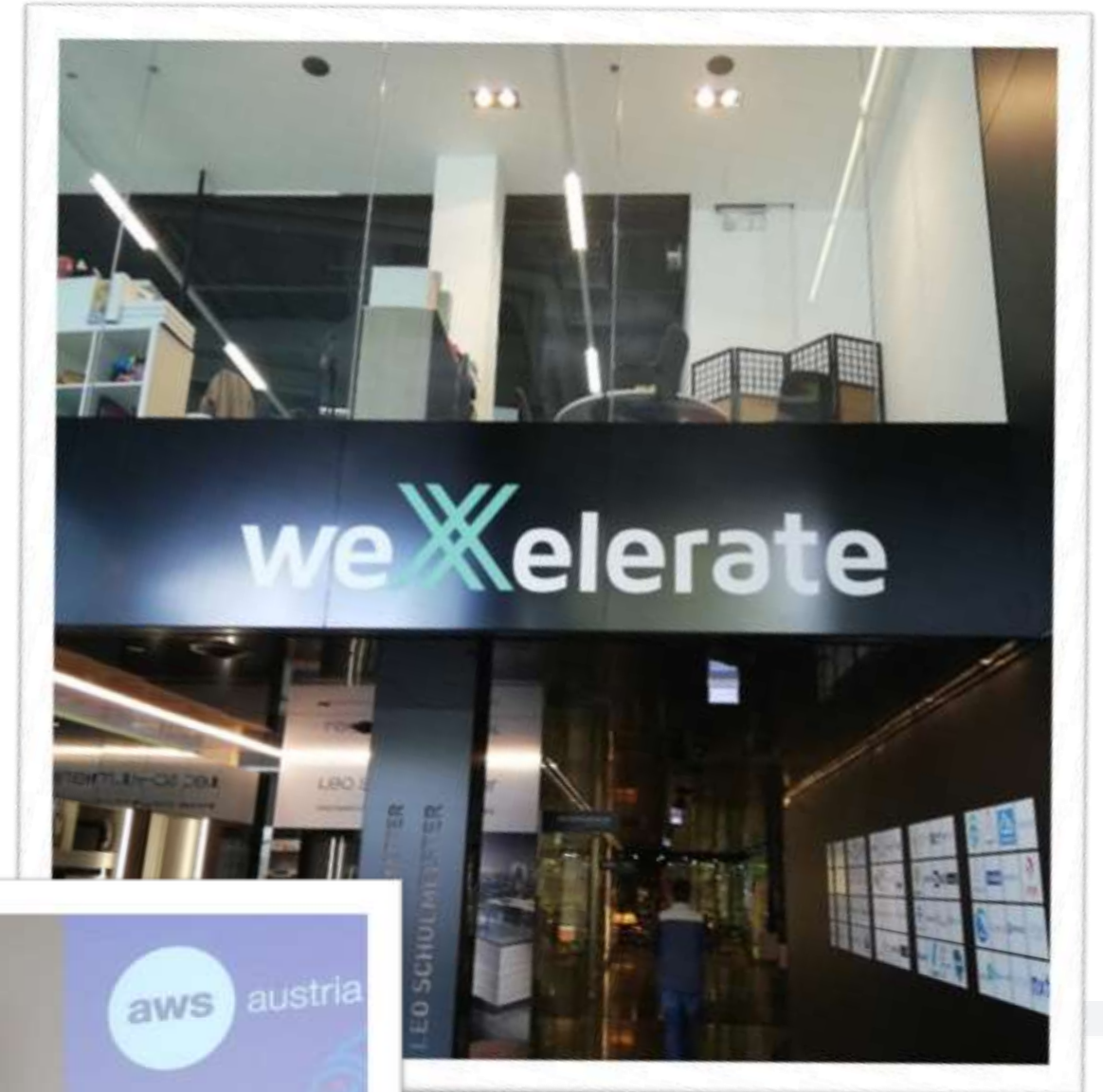
CLab Network
Ljubljana

CLab Network
Dubai

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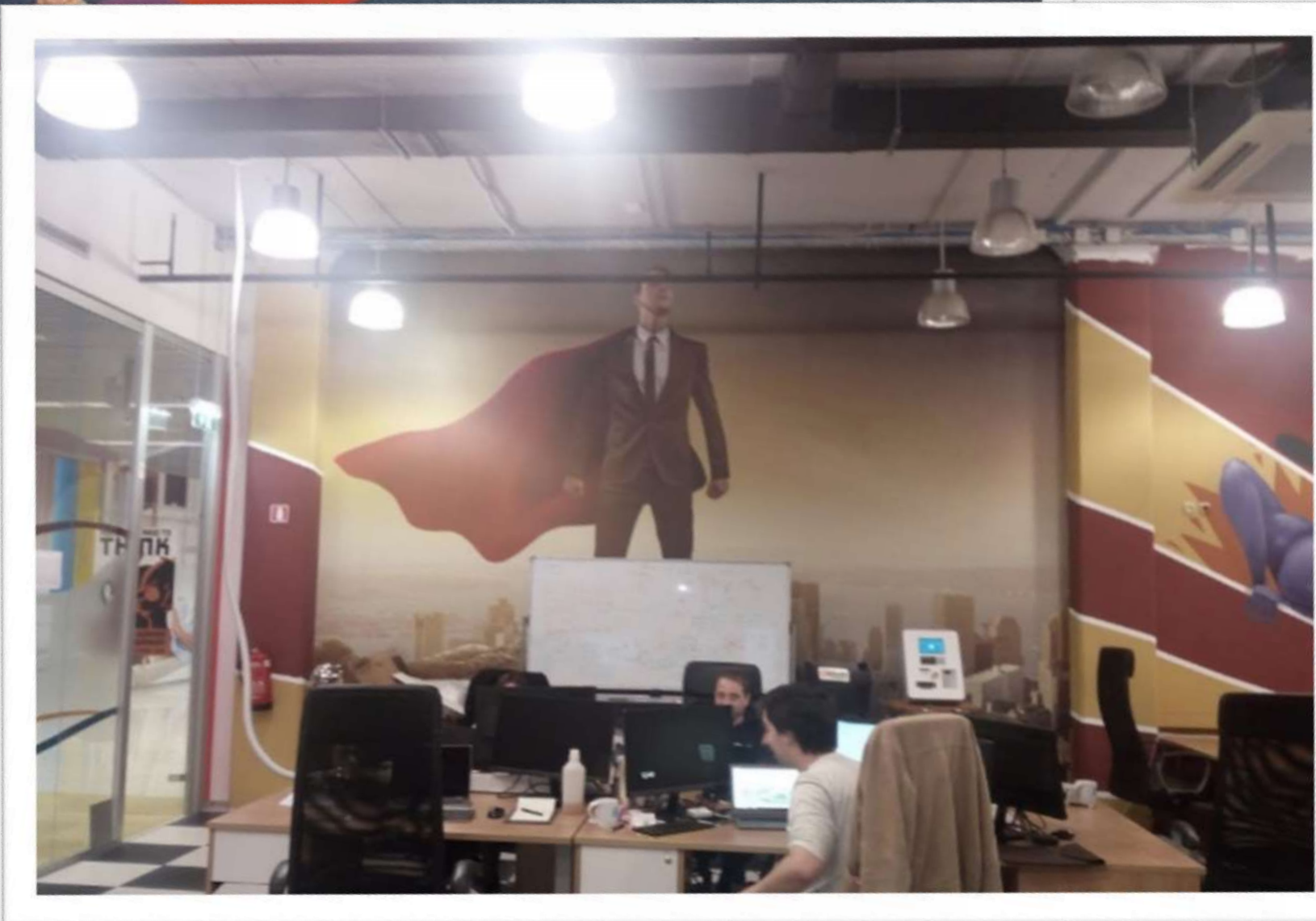
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The CLab also hosts a series of **international** initiatives and events, such as those involving the university alliance bringing together 10 European university Transform4Europe (T4E).

Saarland University, Germany

University of Alicante, Spain

Estonian Academy of Arts, Estonia

Catholic University of Portugal, Portugal

Vytautas Magnus University, Lithuania

University of Silesia in Katowice, Poland

Sofia University St.Kliment Ohridski, Bulgaria

University of Primorska, Slovenia

Jean Monnet University, France

University of Trieste, Italy

WHAT IS TRANSFORM4EUROPE?

The aim of the project is to train a new generation of "knowledge entrepreneurs", meant to be actual agents of change, equipped with **intercultural, multilingual, digital, entrepreneurial and interdisciplinary skills** they will be able to use as they move in a wider European dimension.

Its foundations are the exchange of knowledge and teaching and the research methodologies necessary **to face the challenges of the transformation process** in Europe and in the globalized world.

STAKEHOLDER CHALLENGE 2023

Prodigys Group launched a challenge for students from the T4EU Alliance universities: an **opportunity** to **design** an improvement action on a cutting-edge platform in the Business Intelligence sector.

The participants were asked to work online in groups for three days to create **support for the functional evaluation**, to test the user experience, and to suggest new features for the general improvement of the **platform "AgrEGG".**

BUSINESS PLAN COMPETITION - 2ND EDITION

Organised by the University of Trieste, it focuses on **sustainability**.

The main objective is to spread the **culture of innovation** in the academic business environment by encouraging the start-up and scale-up of companies that turn **original ideas into business ideas**.

Up to **seven** of the best projects **were selected** to be tutored by **mentors**, who are currently providing support for the development of the participants' **business plans** and the **pitches** they need to present for the **selection of the winners**.

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BUSINESS PLAN COMPETITION - 2ND EDITION

BUSINESS PLAN COMPETITION

The **selected groups** will also be able to undertake entrepreneurial culture **training on business management topics** and take part in **meetings** with the university, industry, and financial community. The participants submitting the best projects will be able to:

1) be tutored by **mentors** who help them develop **business plans** and **pitches** they will need to submit to **win the competition**;

2) undertake entrepreneurial culture **training on business management topics** and take part in **meetings** with the academic, business and financial community.

Nokia

In 2007, two months after the iPhone presentation, Forbes dedicated its magazine cover to Nokia:
"Will anyone ever be able to reach the mobile king?"
Nokia realized the impact of smartphones too late, and its market share dropped from 50% to 10% in 4 years.

Today, it's composed of two divisions: **Nokia Technologies** for developing new technologies and **Nokia Networks** which handles network infrastructure.

Yahoo

In 2005, **Yahoo was one of the largest online advertising companies**. However, the giant underestimated search engines, and despite coming close to acquiring Google, the deal fell through, marking the beginning of its relentless decline.

In 2021, Verizon sold Yahoo to the investment fund Apollo Global Management for
5 billion dollars.

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MySpace

MySpace was the first major social media platform:
in 2007, it held a market share of 79.70% compared to Facebook's 11.5%. However, after reaching a valuation of 12 billion dollars, it began its decline. As Mike Jones, former CEO, said, **"MySpace taught the world that social networks were interesting, but Facebook perfected the product."**

MySpace still exists. Technically, it's still a social network centered around music, but it also publishes news and lifestyle articles.

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Blockbuster

In 2004, Blockbuster had over 9,000 retail locations. During that time, other companies like Netflix began experimenting with new solutions by **sending DVDs directly to customers' homes** and exploring the potential of the internet. **Blockbuster continued to ignore these developments until it filed for bankruptcy in 2013.**

As of today, there is only one 'Blockbuster' store in Oregon, USA, which has become a pilgrimage site for nostalgic individuals.

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Kodak

In 1975, an engineer at Kodak, a leading company in the photography industry, **invented the first digital camera without film**. The company failed to understand that invention and ignored it until 2012 when the US division declared bankruptcy.

After emerging from bankruptcy proceedings, the company specialized in industrial and professional printing systems.

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INVENTION:
A NEW IDEA CONCEIVED THROUGH THE USE OF KNOWLEDGE.

Invention / Innovation

What is meant by

Invention: a new idea conceived through the use of knowledge

Innovation: the use of inventions to improve the quality of life

Who makes inventions? INVENTORS / RESEARCHERS

Who makes innovations? COMPANIES

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WHAT IS NOT INNOVATION

When the first space travels began, the American space agency realized that pens didn't write in zero gravity. To solve this problem, they enlisted a consulting company to study the issue. The consultants took ten years and 12 million dollars to develop a pen capable of writing in zero gravity, upside down, and in temperatures ranging from -10 to 300 degrees.
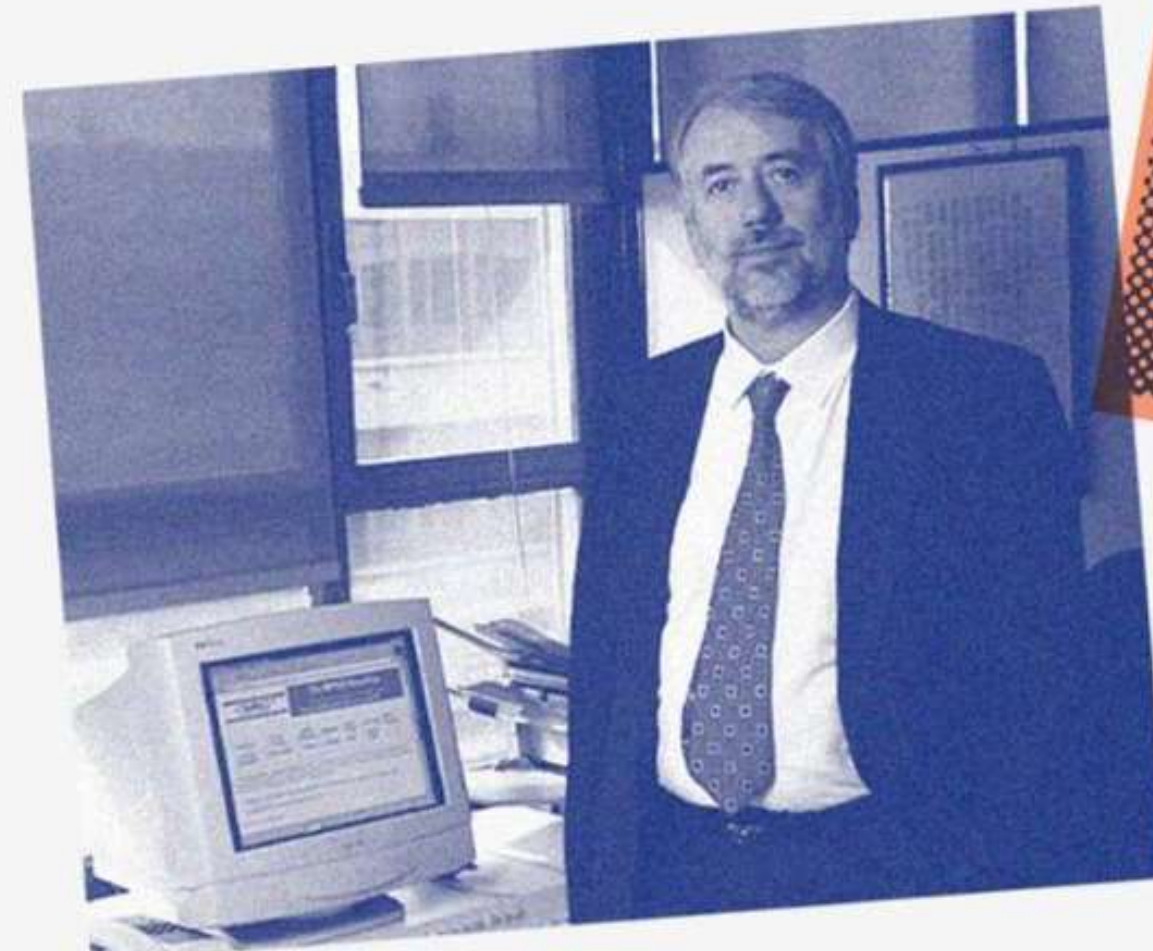
THE BEST DEFINITION

Geoff Nicholson, Vice President of 3M and head of research projects, says:

«Research is the transformation of money into knowledge, and innovation is the transformation of knowledge into money.»

The MP3s

In the nineties, Leonardo Chiariglione led the international team that developed an algorithm capable of compressing audio files while maintaining high sound quality: **the MP3**.

WHICH TOOL TO USE?

The best tool is a startup because it's capable of scaling and growing while pursuing a single objective.

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THE BEST DEFINITION

Steve Blank, Silicon Valley entrepreneur, says:

«A startup is an organization searching

for a repeatable and scalable business model.»

Thank you!

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