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## Battery 2030+ Course on Innovation and Entrepreneurship

**Course description:** The course will introduce participants to a number of tools that can be used to identify how research can generate impact and which research results could have commercial potential. The course will also provide basic understanding of patents and intellectual property, an introduction to the business development methodology “Lean Startup”, an understanding of “Early adopters” and customer segments and provide different tools and interview techniques to identify and understand customers. In addition, you will get professional pitch training in a value creation forum. The first part of the course will be online, the second part (yellow marked) will be physical in Bordeaux, France, at the same time and place as the BID (Battery Innovation Days)-conference. The costs, trip and accommodation, for the part in Bordeaux have to be covered by the participant.

**Primary target group:** PhD students and post-doctoral researchers

**Secondary target group:** Younger researchers at academic institutions, research institutes and companies within the Battery 2030+ community.

**Credits:** 2 hp

**Language:** English

**Last day of registration:** September 15

**Course leaders:** Andy Browning [andy.browning@uu.se](mailto:andy.browning@uu.se) and Harris Stamatopoulos [harry.stamatopoulos@uu.se](mailto:harry.stamatopoulos@uu.se) , both at Uppsala University’s Innovation Partnership Office

Seminar	Content	Place & Date
1	<b>Short inspirational presentations.</b> Theme: 1. 1. From idea to innovation to product 2. European initiatives for SMEs	Tuesday October 17 <sup>th</sup> 10:00 – 12:00
2	<b>Patents and Intellectual Property</b> A basic introduction and maybe some working examples?	Tuesday October 24 <sup>th</sup> 10:00 – 12:00 On-line
3	<b>Lunch Seminar: The future of batteries in the vehicle manufacturing industry</b>	Thursday October 26 <sup>th</sup> 12:00 – 13:00 On-line



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4	<p><b>Tools for Impact planning and asset identification</b> What is impact and how can we measure it? An introduction to the Impact planning canvas (IPC) (tool #1). <i>Breakout rooms to work on IPC in smaller groups</i></p> <p>How to identify interesting 'assets' in your own research. An introduction to the Intellectual Asset Identification (tool #2).</p>	<p>Tuesday October 31<sup>st</sup> 10:00 -12:00 On-line</p>
Assignment	<p><b>Generating business ideas.</b> Work in small groups to identify two or three intellectual assets or 'business ideas' that could have commercial potential using the tools introduced in seminar #3.</p>	<p>October 31<sup>st</sup> – November 7<sup>th</sup> Off-line</p>
4	<p><b>Selecting one business idea.</b> Presentation from each of the groups of the results of the off-line assignment. Use of a prioritisation methodology to select one idea to work on in more detail.</p>	<p>Tuesday November 7<sup>th</sup> 10:00 – 12:00 On-line</p>
5	<p><b>'Bootcamp' with Lean Canvas</b> Work on the overall business model according to Lean Canvas using the idea that the teams have selected. An introduction to the business development methodology 'Lean Startup' and identification of 'early adopters'.</p>	<p>Monday November 13<sup>th</sup> 14.00 – 17.00 IRL Bordeaux</p>
6	<p><b>Understanding customers and end-users.</b> Identify and define who the first customers are with various tools as help. Introduce and practice interviewing technique to prepare for talking to 'real' customers, in order to extract as much valuable information as possible during future interviews. Write a clear Unique Value Proposition for the business idea to attract Early Adopter interest.</p>	<p>Tuesday November 14<sup>th</sup> 09:00 – 12:00 IRL Bordeaux</p>
7	<p><b>Pitch training</b> Each team will develop a short pitch which will then be tested in a value creation forum with structured feedback.</p>	<p>Tuesday November 14<sup>th</sup> 13:00 – 15:00 IRL Bordeaux</p>
9	<p><b>Pitch competition</b> The teams will present their pitches before a panel made up of Battery 2030+ company representatives. 'Awards' presented for best business idea and best pitch.</p>	<p>Wednesday November 15<sup>th</sup> 10:00 – 11:30 IRL Bordeaux</p>