



IMEC OPPORTUNITY RECOGNITION WORKSHOP

“Discover business opportunities in your research”

Whether you pursue an academic career or a move to industry, it is important to understand how research impacts society, the economy and the way people live. As such, entrepreneurial skills are no longer reserved for those who want to start their own company; it is increasingly considered a core competency of top-notch researchers as well.

Taking this as a baseline, imec’s Opportunity Recognition Workshop helps you gain insight in how to successfully identify, present and launch business ideas based on your own research.

IMEC’S OPPORTUNITY RECOGNITION WORKSHOP IN A NUTSHELL

- Develop entrepreneurial skills
- Learn how to act and think from a broader business perspective
- Identify innovative solutions that are economically and societally relevant – building on your own research
- Benefit from professional coaching, peer review and learning by doing

WHO SHOULD PARTICIPATE?

- The program is open to all imec and university research staff
- The ideal moment to participate is in the third year of your PhD – with sufficient research results being available to build on
- Postdocs, professors and staff are welcome to participate as well





THE APPROACH?

PHASE-1: ONLINE PREPARATION

In our virtual learning environment, you can start to prepare for the workshop three weeks prior to its start.

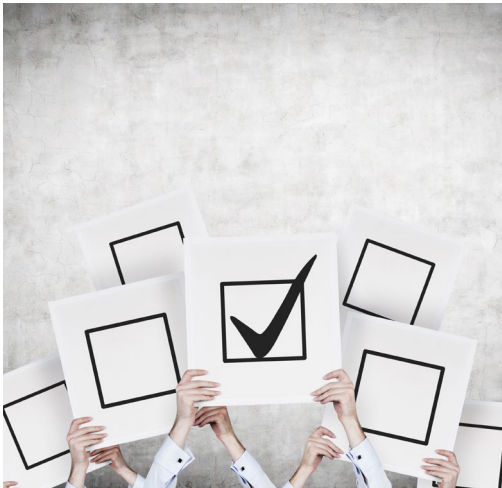
PHASE-2: THREE DAY WORKSHOP

During the three day workshop, we combine snippets of theory with hands-on, personalized coaching by experienced coaches and experts. Using the flipped classroom approach, all theoretical concepts are available online and can be prepared by students prior to the workshop. As such, more time can be reserved for interaction and actual coaching during the workshop.



INTENDED LEARNING OUTCOMES INCLUDE:

- Awareness on the potential of your own research
- Understanding the value creation process
- The ability to look at opportunities from different angles (e.g., customer, marketing, business)
- The ability to apply research know-how to building business solutions
- Ways to recognize business opportunities and exploit them
- Obtain pre-business planning skills (e.g., intellectual property, building a team, etc.)
- Obtain entrepreneurial skills (e.g., presentation skills, customer and user focus, value, etc.)
- Understanding the role of technology transfer systems



PRACTICALITIES

- Free for imec researchers (other researchers – contact us)
- Organized several times a year at different location in Flanders – check the website for more details
- Limited seats – the Opportunity Recognition Workshop is a small-scale workshop
- The confidentiality of your research is guaranteed – with external teaching staff or coaches signing the NDA's proposed by your institute

EAGER TO DISCOVER THE OPPORTUNITIES OF YOUR RESEARCH?

Contact sabine.castelein@imec.be or stan.devocht@imec.be
or register for an upcoming opportunity recognition workshop
via www.imec-int.com/ORW