PS-03 Workshop
Valorisation of Scientific Results

CHANGES meeting

CNR-IRPI, Padova, Italy

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Workshop Moderators

- Erik Peters
  - Dutch (NL)
  - High School, Princeton, USA
  - Physics M.Sc., Leiden University, NL
  - Philips Semiconductors
  - Alert Solutions, founded 31/05/2007
- Stefan Jäger
  - German (D)
  - M.Sc. And Ph.D in Geography, Heidelberg Universität
  - Geomer GmbH

PS-03 Agenda

- 14:30 Introduction to ‘Valorisation’
- 14:50 Two case examples and Q&A
  - Alert Solutions BV
  - Geomer GmbH
- 15:20 Introduction on communication skills and explanation of ‘Pitch’ Exercise
- 16:00 Coffee / tea break
- 16:15 Start of exercise ‘Pitching your Research’

PS-03 Objectives

- Gain an understanding of the topic ‘Valorisation’
- Insight into effective stakeholder communication
- Defining the essence and value of your own research plans
- Producing a 1-minute presentation about the value of your research plan

PS-03 Block 1: Valorisation

- Agenda Block 1
  - Introduction to Valorisation – E. Peters
  - Case examples of commercial valorisation
    - Alert Solutions (NL) – Erik Peters
    - Q&A
    - Geomer (DE) – Stefan Jager
    - Q&A

What is “Valorisation”?

- Webster’s Dictionary (USA)
  - Valorisation, n. an attempt, usually by a government to fix or stabilize artificially the price of an article.
  - Valor, n. personal courage, esp. in battle
  - Value,n. worth, excellence, usefulness or importance
- Definition in the context of our program
  - “Generating value”

What is “Valorisation”?

- Generating Value
- Discussion on representations of ‘value’
  - Monetary worth, exchangeable for money
  - Personal growth and satisfaction
  - Societal usefulness, benefit to the public
  - Environmental impact, preservation of ecology, beneficial to biodiversity
  - Others?

Research Valorisation Programs

- TU Delft
  - Valorisation Centre
  - ***Knowledge valorisation is the creation of social and economic value on the basis of scientific knowledge and skills***
  - The Valorisation Centre supports, stimulates and facilitates scientists and faculties in knowledge valorisation.
    - Research subsidies, cooperation with companies, protecting IP, business development / spin-offs, training

Research Valorisation Programs

- Europe 2020 (FP8) is the EU's **growth strategy** for the coming decade.
- In a changing world, we want the EU to become a **smart, sustainable and inclusive economy.**
  - These three mutually reinforcing priorities should help the EU and the Member States deliver high levels of employment, productivity and social cohesion.
- Concretely, the Union has set five ambitious objectives - on employment, innovation, education, social inclusion and climate/energy - to be reached by 2020
- The aim to do three things:
  - make Europe into a world-class science performer;
  - remove obstacles to innovation – like expensive patenting, market fragmentation, slow standard-setting and skills shortages – which currently prevent ideas getting quickly to market; and
  - revolutionise the way public and private sectors work together, notably through Innovation Partnerships between the European institutions, national and regional authorities and business.

Valorisation Programs

- Why do these programs exist?
  - Who pays?
    - They expect a return on investment
  - Benefits to society
    - Economic growth
    - Competitiveness of Europe
    - Safety and security
    - Health and well-being
    - Etc.

Valorisation in a commercial sense

How scientific results are finding their way to the market:

- Example 1: Alert Solutions
- Example 2: Geomer

PS-03 Block 2: Communication

- Who is your audience?
  - What are their interests and needs?
- Message – ‘Speaking’
- Feedback – ‘Listening’
- Adapt – ‘Learning’

Audience
(Brainstorm Results)

- Who might be interested in your research?
  - Fellow and peer scientists
  - Policy makers
  - Insurance companies
  - Future employers
  - Public / communities at risk
  - Risk managers, civil protection, etc.
  - Media
  - Lobby's, NGO's
  - Research funding agencies, e.g. EU
  - Supervisors
  - Friends and family

What do they want to know? (Brainstorm results)

- What you are doing, what drives you
- Innovative aspects, what is new about it
- How your research affects them, can benefit them
- Which risks are you addressing
- What practical results do you expect
- Quality of your work
- Approach to getting results
- Uses (also in other fields and situations)

What do they want to know?

Have we addressed:

- Who?
- When?
- Where?
- What?
- Why?
- How?

Essential Messages

Your audience wants the answer to:

- What is the problem?
- What are you going to do about it?
- How will you achieve that?
- How will that help us?

- Be specific and quantify (SMART)

SMART objectives

- S – Specific
- M – Measurable
- A – Ambitious
- R – Realistic
- T – Timeframed

- Examples

Use of Language

- KISS
  - Keep it simple stupid
  - No scientific jargon
- Verbal versus Body language
  - 20% / 80%

PS-03 Block 3: Pitching your story

- What is an elevator pitch?

- Goals
  - Raise interest
  - Convince (right solution, right person)
- Example

Elevator Pitch Examples
Alert Solutions

There are 7 billion people on this planet. 50% live in cities. By 2050 the population will have increased to 9 billion of which an astonishing 70% will live in urbanized areas.

Cities are located near water; rivers, delta's and seas shore. These are at risk of flooding. Climate change will make floods a more frequent event.

To maintain safety we need to improve our flood defences.

Elevator Pitch Examples
Alert Solutions

Alert Solutions has developed a monitoring system that provides a real time insight into the stability of dams, dikes and levees.

This will allow us to build and improve flood defenses where and when necessary.

Experience in The Netherlands shows that 80% of planned dike reinforcements can be optimized in time and size.

Thereby saving public spending, while at the same time achieving more safety.

This is adapting to climate change, the smart way.

Structuring your pitch

- People like stories, and remember them better

- Structure
  - What is the problem?
  - What are you going to do about it?
  - How will you achieve that?
  - How will that help us?

- Be specific and quantify (SMART)
- Support with facts
- “Simplicity is the ultimate sophistication”

Presentation Style

- Authentic
- Convinced
- Lively
- A dose of humor always helps
- Pace yourself
  - Speak slowly
  - Focus on a few key messages that need to stick
    - 2 or 3 max

Draft your own pitch

- Problem?
- Solution?
- Impact?

- Story
- SMART
- 60 seconds (~8 sentences)
- 2 or 3 points that stick

Elevator Pitches - Schedule

- Time schedule
- 16:15 Write your pitch (individually)
- 16:35 Present
- 17:00 Review and improve in groups of 3
- 17:30 Present
- 17:50 Finetune
- 18:00 Final Presentation