

The Institute for Entrepreneurship and Innovation

WU Vienna University of Economics and Business

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- Who we are...
- What we stand for...
- What we are interested in...
- KTT projects with CERN so far
- Our contribution to TALTENT

Who we are...

The heads of the Institute:



Univ.-Prof. Dr. Nikolaus Franke
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(Head of E&I Institute)



Univ.-Prof. Dr. Christopher Lettl
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TALENT contact persons:



Dr. Peter Keinz
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(work package coordinator)



Dr. Philipp Tuertscher
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(scientist in charge)

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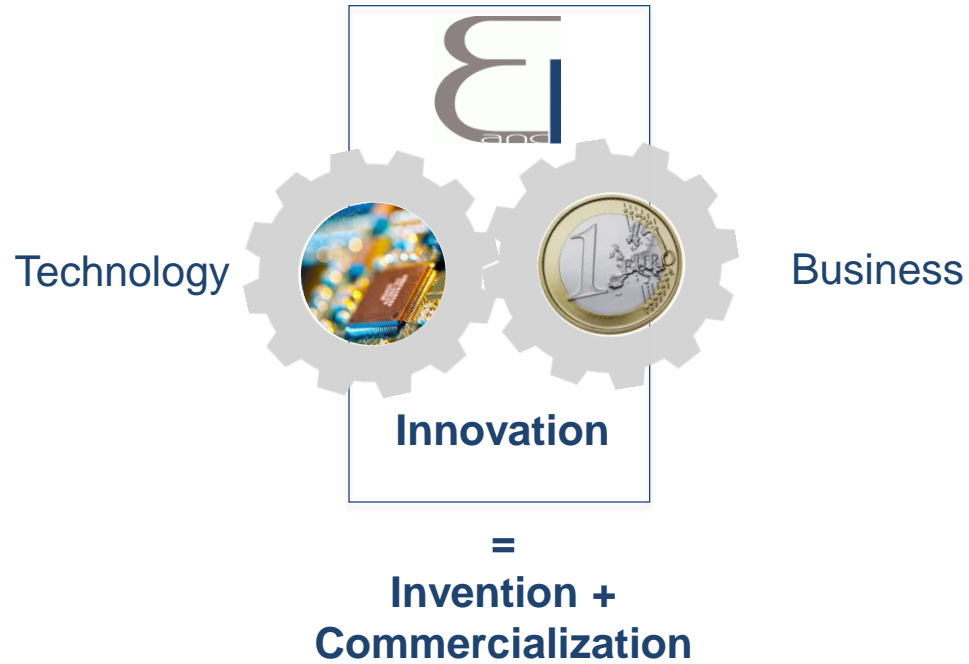
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Some information and stats on the Institute:

- founded in 2002
- 2 Profs, 3 Post-Docs, 14 Prae-Docs, approx. 80 external guest professors and lecturers
- approx. 600 alumnis and 200 current students
- research cooperations with MIT, Harvard Business School, Copenhagen Business School, Bocconi University and others
- 15 to 20 „consulting“ projects per semester

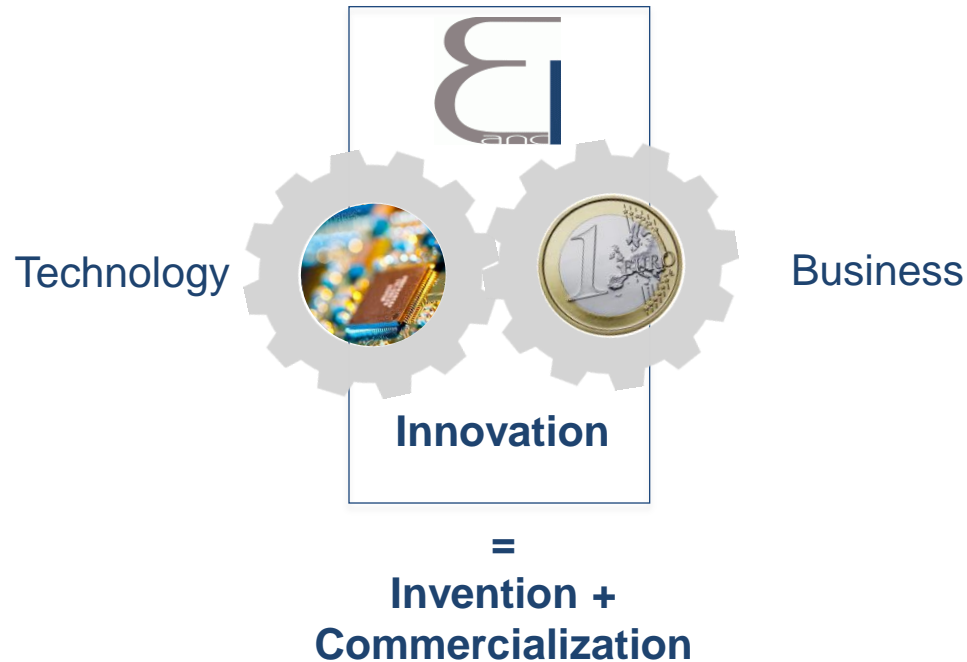
What we stand for...

On a general level:



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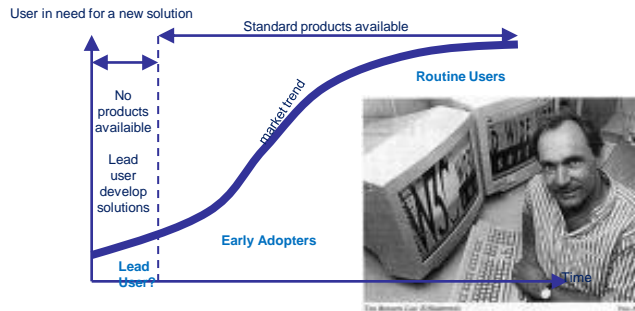
In research and teaching:

- Projects with international partners from high-tech industries
- Focus on problem-based learning (in teaching)
- Research aims at generating insights relevant to scientists and practitioners alike

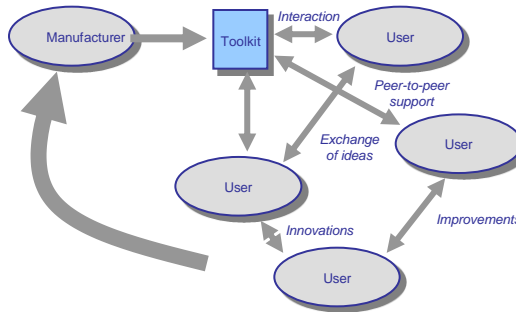
What we are interested in...

Our main research fields are:

- Open and user innovation approaches



Lead-user method

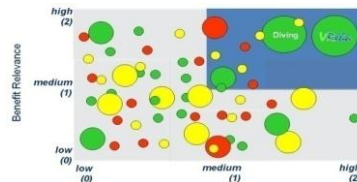
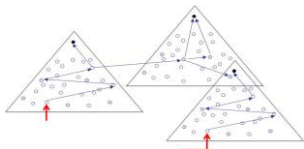


User communities and crowdsourcing

Toolkits for user innovation and desing



- Technology entrepreneurship and Technology Transfer








e.g.

- user community-based technological competence leveraging
- technology-push lead-user method

What we are interested in...

In teaching, we cover a broad range of topics, e.g.:

	Topic	Type of partner	
	InnoLAB	Interdisciplinary development of ideas/concepts	Innovative companies
	New Business Development	Identification of analogous fields of application for technologies	Start-ups, multis, research orgs.
	Business Planning	Development of a business plan	Technology-driven start-ups
	Business Model Innovation	Design of a business model based on an innovation	Innovative companies
	Consulting	Innovative consultancy project	Innovative companies

KTT projects with CERN so far ...

The E&I Institute has been cooperating with CERN in 5 technology transfer projects:



New Business
Development

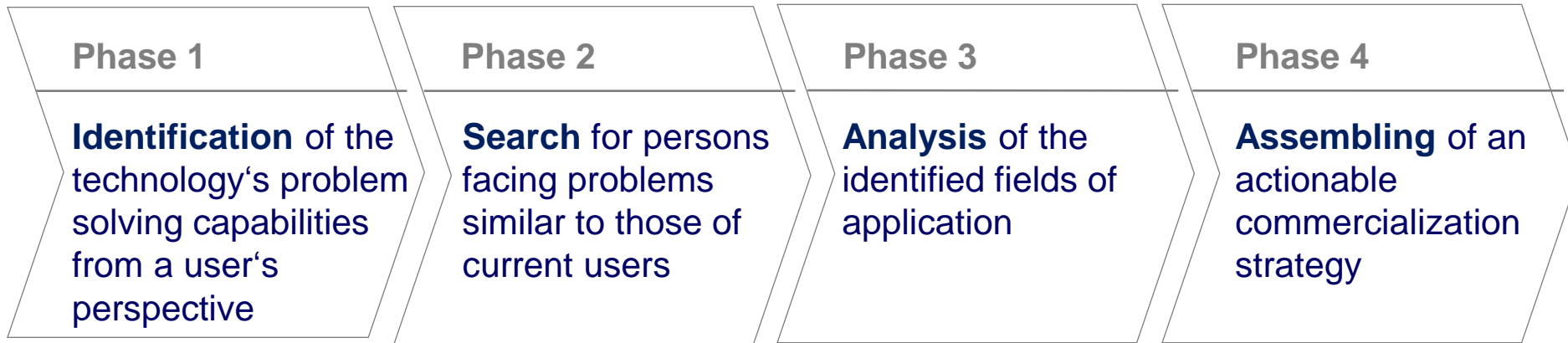
Identification of analogous fields
of application for technologies

Start-ups, multis,
research orgs.

Semester	Partner	Technology	Application fields identified
Summer term 10	ATLAS	ATLAS pixel detector	19, among them non-destructive testing (crack detection) and chemical analyses of minerals
Summer term 10	CERN KTT	Diaphragm system	28, among them permanent magnet motors and jaw chucks
Summer term 11	CERN KTT	Quantum dosimetry	28, among them nuclear terrorism prevention and stationary environment monitoring
Summer term 11	ATLAS	Carbon fiber	22, among them hydrogen fuel systems and airplane heating surface
Winter term 11/12	ATLAS	Augmented reality	22, among them factory fire departments and nuclear power plants

User-community based approach to TCL

The user-community based approach to technological competence leveraging was developed at the E&I Institute; it consists of 4 interrelated steps



Advantages of the methodological approach:

- Functional fixedness is avoided by employing a very broad search process
→ on average, 70% of all the applications identified are “far analogous” (completely different from the current application and new to the project partner)
- Technology doesn't have to be revealed in the course of search processes
→ students tell potential users only what the technology is able to do and NOT how it works

For more info on the method, see Keinz and Prügl 2011

Work package 6 - Dissemination, knowledge transfer and external research funding:

Objective:

- *WP aims to foster wide knowledge-sharing and awareness-raising of the research and training results accomplished, to industry and academia inside and outside the project.*

Deliverables:

- *Development of a training program on:*
 - entrepreneurship and intrapreneurship
 - innovation management
 - knowledge and technology transfer
 - communication and fundraising
 - financial planning and funding
- *Benchmarking of state-of-the-art KTT methods*
- *Development of a technology roadmap*

Work package 6 - Dissemination, knowledge transfer and external research funding:

Current status:

- First draft of the training program completed
- Recruiting of two Marie Curie Early Stage Researchers
 - 9 applications so far
 - application deadline extended until February 8th
 - more information and upload of documents:
www.wu.ac.at/jobs or peter.keinz@wu.ac.at

Thanks for your attention