Vienna University of Economics and Business – ESRs

WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

EFMD EQUIS ACCREDITED

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Institute for Entrepreneurship and Innovation

Agenda

- Introduction E&I / WU Vienna
- Our role in the TALENT project
- Research Focus
- Preview Business Training
- Our TALENT Deliverables

E&I Institute - 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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(Head of E&I Institute)

TALENT team:

Dr. Peter Keinz
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(work package coordinator)

Dr. Philipp Tuertscher
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(scientist in charge)

Mag. Vesna Babaja
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(ESR)

Manuel Burger, M.A.
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(ESR)

E&I Institute – Research Focus

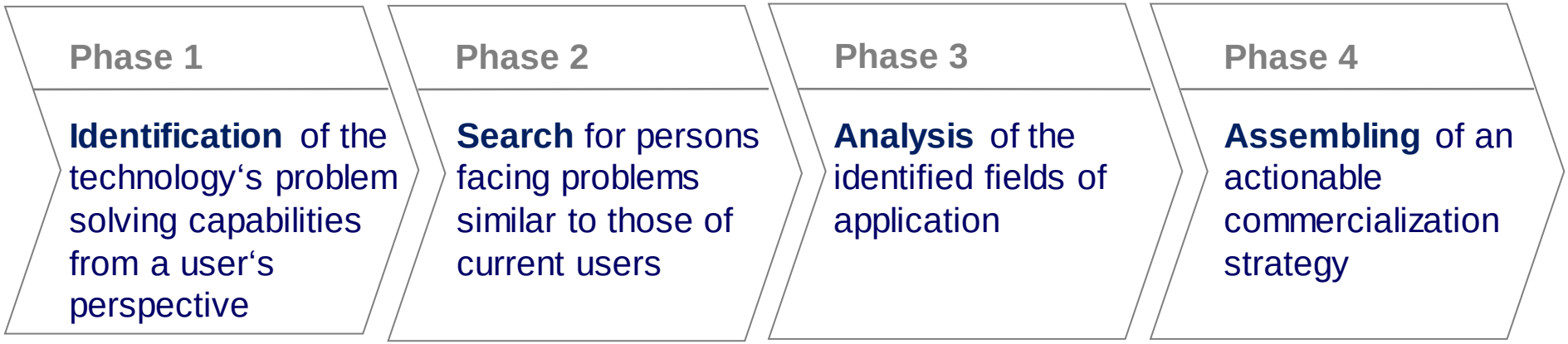
- Genereally: Open and user innovation

- Specifically:

- Know-how and technology transfer
- Innovation contests and crowdsourcing
- Lead-user method and toolkits for user innovation
- Organizational design to facilitate open and user innovation

Example: 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"
- 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

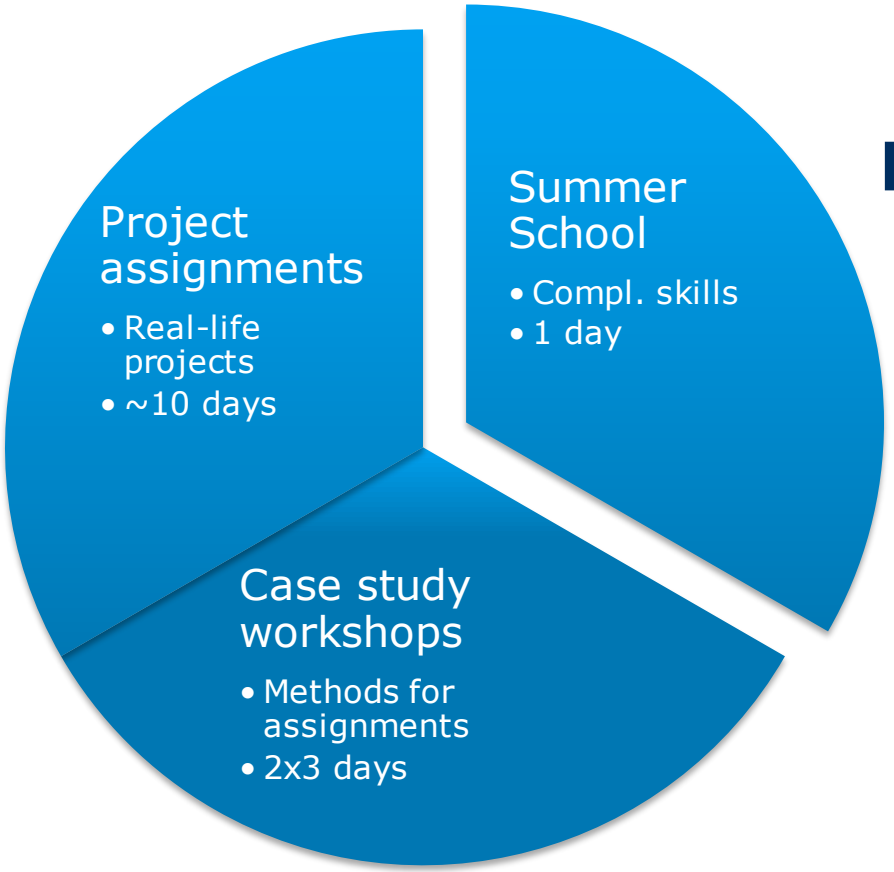
Selection of KTT projects with CERN

Semester	Partner	Technology	Application fields identified
Summer term 10	ATLAS	ATLAS pixel detector	19, among them non-distructive 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

Our role in TALENT

- Research mechanisms for effective KTT to business/society
- Provide complementary business training for ESRs
- Propose mechanisms for TALENT/ATLAB to foster development collaboration with industry

Business Training - Overview



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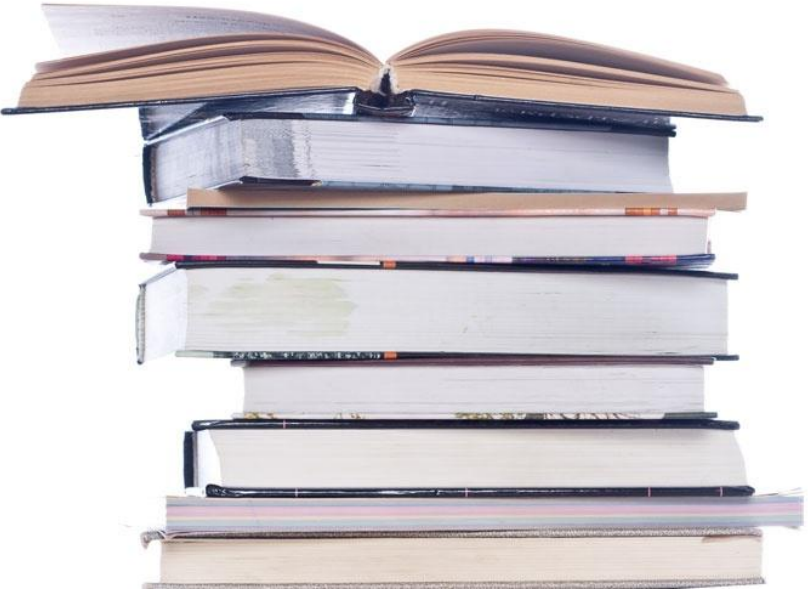
WU Vienna

Case study workshops



Target audience

- ESRs and TALENT members

Objective

- analyze a given technology with respect to its commercial potential
- systematically identify, evaluate and exploit business opportunities for that technology

Didactical concept

- Introduction to concepts
- Mini cases based on CERN projects
- Group discussions

Workshop topics

New business development

- Creativity techniques (idea generation)
- KTT methods
- Idea evaluation (market analysis, competitor analysis, SWOT analysis)

Business modeling/ Business planning

- Business modeling (key processes, resources, customers, revenue streams)
- Business planning (financial planning, marketing, strategic partnering, etc.)

Summer School 2013

Summer School 2014

TALENT Technology Workshop

- TALENT ESRs & other TALENT members (including industry partners)
- identify a certain TALENT technology (out of their field of expertise)
- analyze its commercial attractiveness

- **The goal:** a preliminary commercialization proposal for each of the chosen technologies > starting points for the “real life project assignment”

Project assignments

Target audience

- ESRs

Objective

- Apply and develop skills in real project
- Interdisciplinary experience with business students
- Trigger KTT out of TALENT

Didactical concept

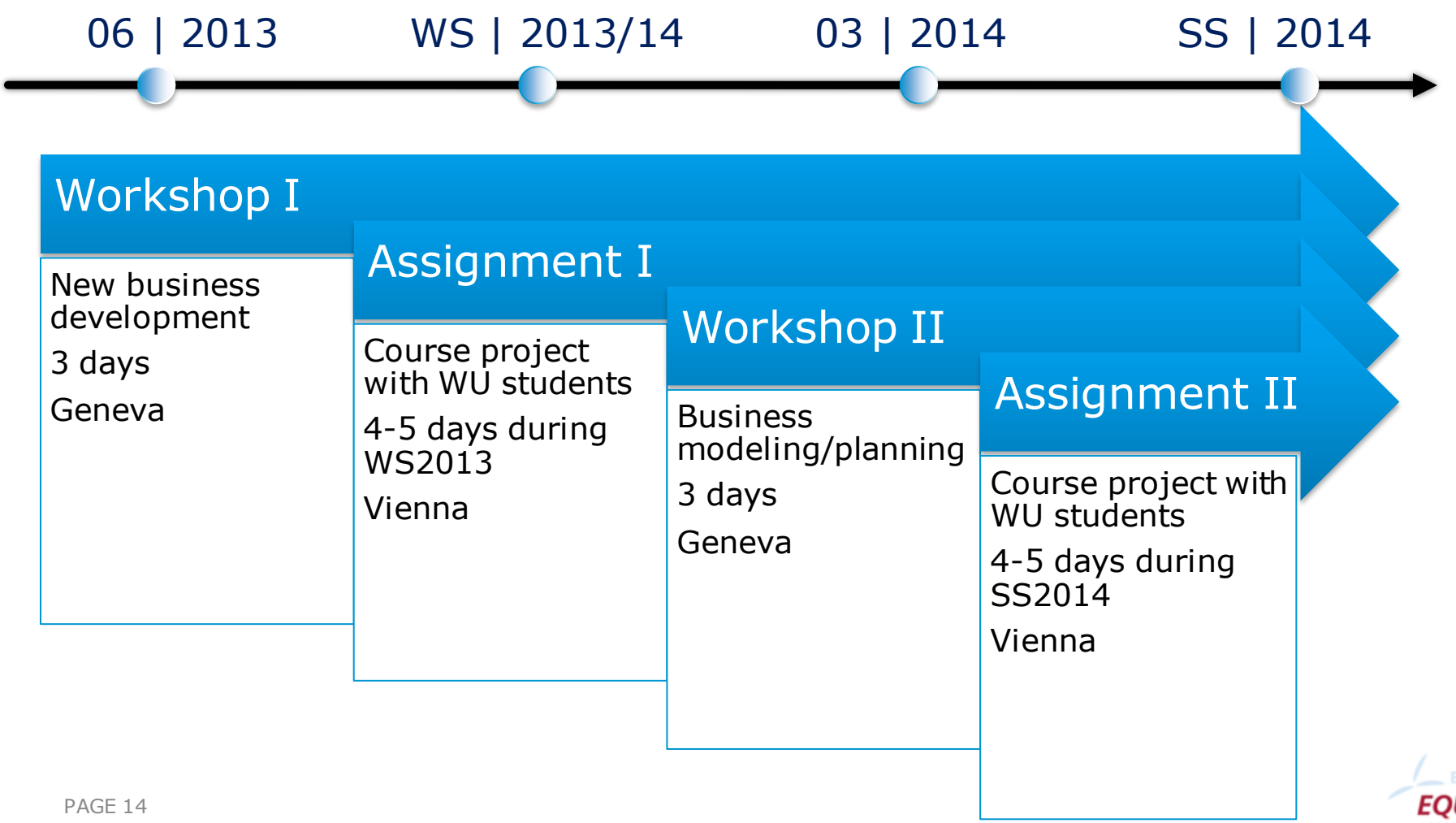
- Problem-based learning
- Team work
- Presentations

Project assignments

Organizational framework

- ESR works with team of business students
  - 1st semester focused on finding application of TALENT technology for a business idea
  - 2nd semester focused on creating a business model and/or even a more detailed business plan
- ESR identifies appropriate technology
- ESR is CERN contact and technology expert interacting with business students
- ESR contributes to key activities of KTT project

Proposed timeline



Our TALENT Deliverables

Guiding principle:

TALENT will create an open interface with industry to facilitate collaborative R&D

Applicable for the entire ATLAB initiative, since:

- ATLAB = collaborative platform for partners both **internal** and **external** to the ATLAS experiment
- Major goal: **co-development** of technologies

Our TALENT Deliverables

Challenge: exchange technologies between various partners in a non-disruptive way

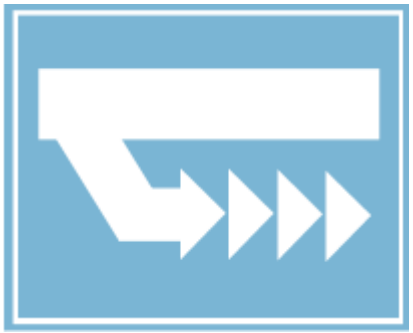
What is the best way to do this?

What is needed in the long-term?

Our TALENT Deliverables

- Knowledge & Technology Transfer ✓
  - D-6.1 KTT benchmarking – best practices & guidelines
  - D-6.2 KTT structure formation

- Roadmaps
  - D-6.3 ATLAS Technology Roadmap
  - D-6.4 ATLAS Public Funding Roadmap

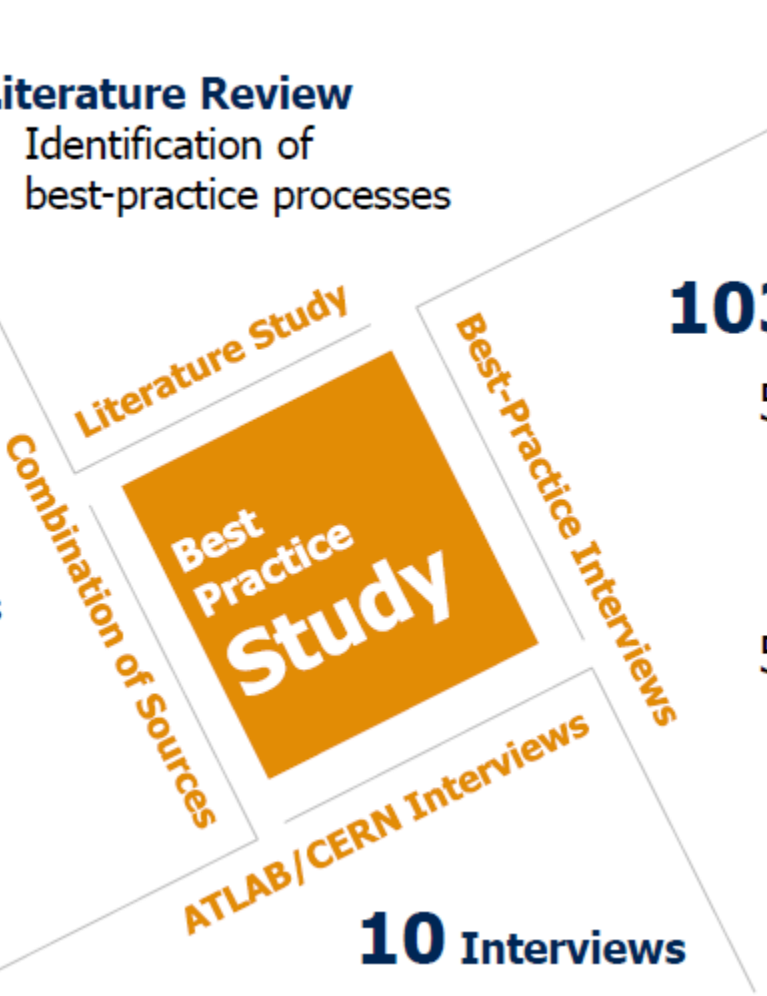


The KTT Deliverable

October 2012 – January 2013
Student project

- 11 international Master's students
- Under close supervision of the WU TALENT team
- Contributed to this deliverable
- In the context of a very intense course

The KTT Deliverable



7 Key Areas

1. Searching for partners
2. Setting Incentives
3. Funding
4. Cultural differences
5. IPR
6. Cross-project synergies
7. Networking

103 Interviews

53 Stage I Interviews

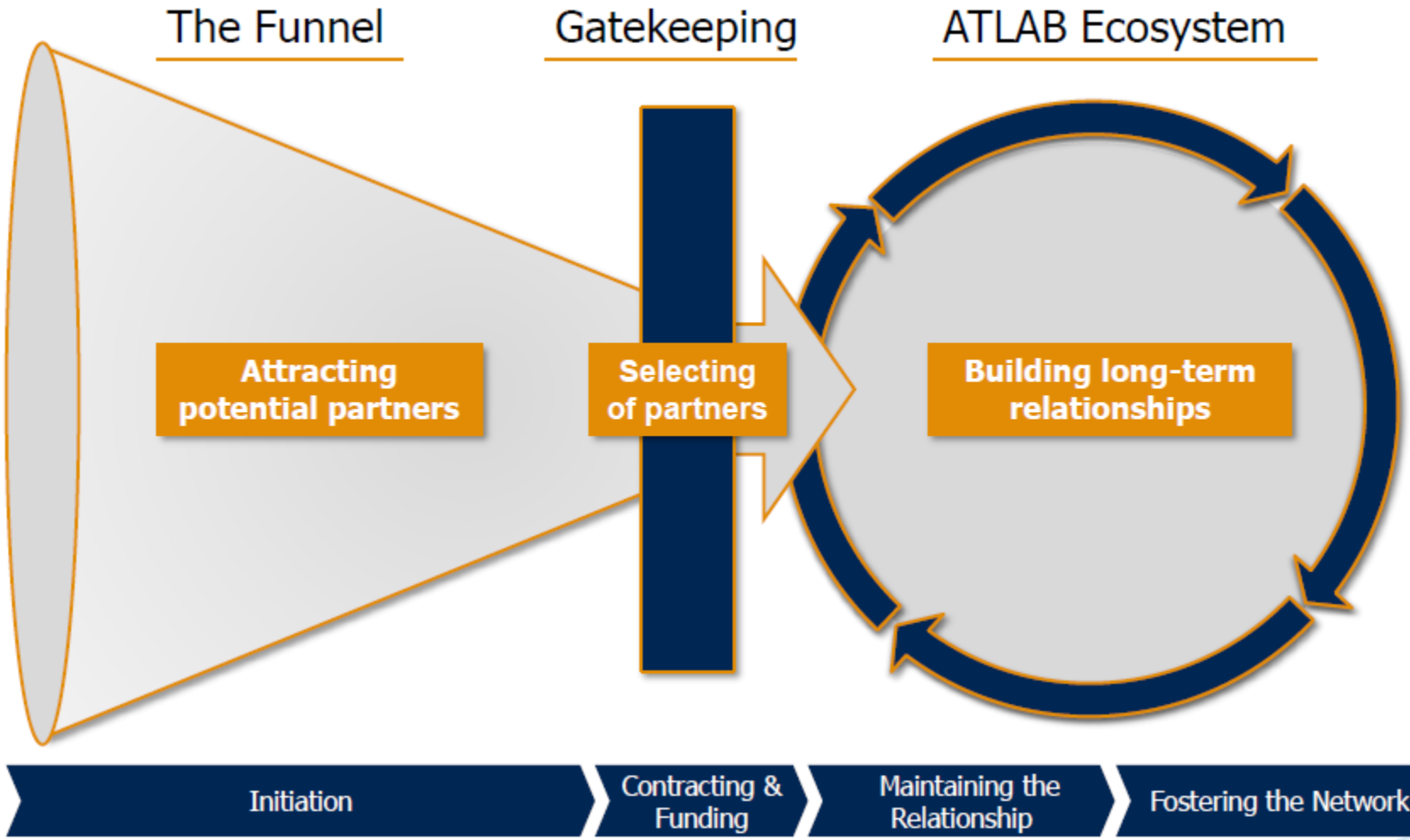
- 20 Research Organizations
- 21 MNEs
- 12 SME

50 Stage II Interviews

- 38 Research Organizations
- 7 MNEs
- 5 SMEs

10 Interviews

KTT Deliverable



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