

Talent Summer School
Business Training
June 5th - 7th, 2013

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Starting Point of Part II

Agenda for today

- Introduction of issues to consider
- Search for „interesting“ technologies
 - Breakout groups
 - Identify interesting technologies related to your work
 - Evaluate if/why these would be candidates for tech transfer project
- Make a proposal and present your findings in the plenary
- A committee (Heinz, Peter, Philipp) will chose the most suitable technologies
 - Opportunity to participate in interdisciplinary projects with business students
 - Involving short-term secondments at WU Vienna

Issues to consider

What makes a technology an interesting candidate for our technology transfer projects?

Does the technology exist already?

- > Is it possible to communicate the technology?
- > Is it possible to show the technology to potential users?

Are there current users of the technology?

- > Is it possible to talk to people who have experience using the technology?
- > Is it possible to see in what situations the technology offers specific benefits to users?

Issues to consider

What makes a technology an interesting candidate for our technology transfer projects?

Will an inventor/expert support the project?

- > Will technology experts be available to provide details throughout the project?
- > Is there a „technology champion“ willing to drive the project?
- > Can the project get commitment by potentially relevant TALENT industry partners?

Potential impact for ATLAS/CERN

- > Is the technology in an area of particular interest to ATLAS/CERN?
- > Is it a technology for which there is currently no obvious application outside experimental physics?
- > Is it a technology for which traditional tech transfer methods don't find applications?

Search for interesting technologies

- > Split up into groups according to TALENT work packages
- > Identify and analyze interesting technologies based on questions above
- > Prepare to present after 90 minutes

Present your proposal to plenary

- > Try to make a convincing proposal for your technology
- > Your proposal will compete against other groups and technologies already proposed by TALENT industry partners
- > Most suitable proposals will be selected to participate in tech transfer projects