

University of Duisburg-Essen and Postdocs 2 Innovators presents

## p2i In Action, Duisburg

21 October – 24 October 2024

### Monday 21 October

18:00	<b>Arrival Haniel Campus, Duisburg</b>
20:00	<i>Dinner</i>
21:00	<b>Welcome and Introduction to p2i In Action Journey</b> (Hannes Rothe & Tomasz Waliczko, Duisburg-Essen University; Katia Smith-Litière University of Cambridge)

### Tuesday 22 October

09:00	<b>Entrepreneurial Mindset</b> Exploring the key traits and thought processes that fuel innovation and success in the business world. This session will equip you with the tools to think like an entrepreneur, embrace challenges, and turn ideas into reality. You'll gain insights into taking calculated risks, fostering resilience, and navigating the dynamic landscape of entrepreneurship with confidence. (Hannes Rothe, Duisburg Essen University)
10:00	<b>Team building - idea selection</b> Selecting the ideas to work on during the event – researchers present their ideas in teams, who then jointly decide which idea to work on. Facilitators to guide the process (Hannes Rothe, Duisburg-Essen)
10:50	<i>Coffee break</i>
11:00	<b>Basics</b> Introducing the Lean Start up Approach and Business Model Canvas tool to translate research/ideas into successful marketable products or services (Hannes Rothe, Duisburg Essen University)
13:00	<i>Lunch</i>
14:00	<b>Visit to ThyssenKrupp Steel Factory.</b> Green steel production! Join us on a journey to the steel heart of the German metal industry. The ThyssenKrupp steel plant in Duisburg is one of the largest steel plants in the world. You will see the scale of the transition to sustainable production as ThyssenKrupp is on a mission to transform itself into a carbon neutral steel producer.
18:00	<b>Desirability - Do we/they want that?</b> Focus on identifying the problem and solution - do they match?. Introducing end users, customers, beneficiaries. Introducing the Customer Value Proposition canvas (Thibault Enfroy, PSL; Anita Kumari, PSL) -includes team work
20:00	<i>Dinner at Haniel Campus</i>
21:00	<i>Close of the day</i>

## Wednesday 23 October

09:00	<p><b>Feasibility – Can we do that?</b> This interactive session offers essential skills for thriving in your business environment. You will discover how to tailor your idea to the business area's unique conditions and discover the key principles of resource management, effective action implementation, and selecting the right business partners (Tomasz Waliczko, University Duisburg-Essen) -includes teamwork</p>
10:00	<p><b>Sustainable Development Goals (SDG) and how to understand them?</b> In this workshop, we will delve into the Sustainable Development Goals (SDGs), with a particular focus on SDG 12, which pertains to responsible consumption and production, and SDG 15, which addresses life on land. Our main objectives for this session are to understand the fundamental structure of the SDGs and to distinguish between the different categories within these goals. We will explore the intricate connections between the various SDGs and how they relate to each other, especially between SDG 12 and SDG 15. By the end of this workshop, participants will have a deeper understanding of these goals and how they contribute to global sustainability efforts. (Tomasz Waliczko, University of Duisburg-Essen) - includes teamwork</p>
10:50	<i>Coffee break</i>
11:00	<p><b>Patent – Trademark – Design – Software &amp; Co.</b> Research results are intellectual property (IP). They are potentially valuable, marketable and should therefore be protected against unauthorized use. The decisive factor here is early protection as a failure to do so can hardly be corrected in retrospect. But which research results can be protected at all and which type of protection is the right one? This session provides an overview of the most important intellectual property rights, their significance, application and costs. (PROvendis GmbH)</p>
13:00	<i>Lunch</i>
14:00	<p><b>Viability – shall we do that?</b> This session focuses on how the company will generate revenue to achieve its impact. You will learn about various revenue models and be able to identify potential revenue models that could work for your business idea ((Alexander Knapp, Innsbruck University) - includes team work</p>
16:20	<i>Coffee break</i>
16:30	<p><b>Introduction to Research Canvas – applying business tools in academic context</b> Make your research proposition stand out in a competitive funding landscape The research canvas is an adaptation of the business model canvas and assists researchers in designing and planning a persuasive case of the value of their research, worthy of funding. (Katia Smith-Litière, University of Cambridge)</p>
17:00	<p><b>Visit and tour of Landschaftspark Duisburg</b> A guided tour of the Duisburg-Nord Landscape Park is a truly unique experience! With an average of one million visitors a year, the Duisburg-Nord Landscape Park is one of the most popular natural and cultural landscapes in North Rhine-Westphalia. We will have the unique opportunity to see the transition from heavy industry to services and technology in one place.</p>
20:00	<i>Dinner at Landschaftspark, Duisburg</i>
22:00	<i>Close</i>

**Thursday 24 November**

09:00	<b>Pitch Like a Pro</b> In today's fast-paced business landscape, first impressions matter, and every second counts. Gain a competitive edge with our interactive pitching workshop, where you'll master the talent of delivering a concise, impactful pitch that will leave a lasting impression and encourage follow-up (Amy Tayler, Max Rieter, Edinburgh Innovations, The University of Edinburgh) -includes teams working on their pitch
11:00	<i>Coffee break</i>
11:10	<b>Pitch it! Final Pitches</b> Teams pitch the business ideas they've been working on and receive friendly, constructive feedback
12.00	<b>Feedback from participants and words of farewell</b>
12:15	<i>Packed Lunch Haniel Campus</i>
13:00	<i>Departure for return journey</i>