



Innovation and entrepreneurship in scientific research

Ad-hoc training activity Got Energy Talent MSCA-Cofund

4&5 November 2021

Location: Onsite – DAY 1 Campus Móstoles (Aula 108 of Aulario III)

[Estructura y recursos - Universidad Rey Juan Carlos \(urjc.es\)](https://www.urjc.es/estructura-y-recursos)

How to arrive: [Situación y planos - Universidad Rey Juan Carlos \(urjc.es\)](https://www.urjc.es/situacion-y-planos)

Online – DAY 2 Blackboard Collaborate

<https://eu.bbcollab.com/guest/27b4b3339ec640b299de8bafef10eaa0f>

Date: 4 & 5 November 2021

DAY 1 - Setting up an start-up - ONSITE

09:00-09:05 **Welcoming words**

09:05-12:00 **TECHNOLOGY BASED START-UPS: The core of the business project**
Eva Martín Becerra (Kinrel)

9:00-10:30 → The three elements that make up the core of a technology bases start-up

1. The team
2. The technology
 - a. Results that can support an entrepreneurial project.
 - b. Technology market research and analysis. Freedom to operate
 - c. Technology Readiness Level (TRL) and proof of concept.
3. The business project

10:30-12:00 → The business model and the business plan

1. Keys for the establishment of the business model
2. Management and business feasibility
3. Early financing

12:00-12:30 **Break**

12:30-13:00 **TECHNOLOGY BASED START-UPS: The core of the business project**
Eva Martín Becerra

→ Case study: Business model for genomics-based businesses

13:00-14:00 **Setting up an start-up –Practical cases and success stories**

Mariano Gómez Plaza, SOTICOL Robotics Systems

Miguel Ángel Otaduy, DESILICO LAB



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DAY 2 - Breakthrough Technologies & Innovations – ONLINE

- 09:30-11:30 **How the European Innovation Council supports breakthrough technologies**
Luis Guerra, Spanish Delegate of the EIC
- 11:30-12:00 **Break**
- 12:00-13.00 **Success stories**
UWIPOM2 – Efrén Día Jiménez (UAH)
<http://www3.uah.es/uwipom2/index.php/about-uwipom2>
CrowdDNA – Dan Casas (URJC)
<https://crowddna.eu/>

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