Talent Valorization and Attraction

**Creativity,
Innovation &
Entrepreneurship
TUSCIA
Hackathon**

**17-20 & 25-28
February 2020
Polo di Agraria
Edificio A3 Aula 24**

**University of Tuscia,
Viterbo, Italy**

Welcome! *Inspired by the Rector Prof. Stefano Ubertini through the Talent Valorization and Attraction Initiative, the TTI Creativity and Entrepreneurship Hackathon(fondly known as the CE-Hackathon) is a revolutionary new learning program designed to inspire and engage students and early career researchers in the fundamental aspects of an entrepreneurial mindset and the unlimited opportunities it can provide.*

Fuel Your Next Idea! *This CE-Hackathon is designed by the TTI team. It is for those interested in acquiring creative problem solving skills, leadership abilities, experience working on effective teams, and learning the translation of basic research into applied products, the protection of intellectual property, and the commercialization of research-based technologies.*

WHEN & WHERE

February 17-20 and 25-28, 2020 at the University of Tuscia, Polo di Agraria Edificio A3 Aula 24, Via San Camillo del Lellis, snc - Viterbo, Italy.

AIM

The aim of this eight-day bespoke crash course - based on new teaching and learning methodologies that are inspired and informed by the Enterprisers model of the University of Cambridge - is to bring together talented individuals from diverse backgrounds and higher education institutions in order to stimulate new conversations and recognize opportunities for basic and applied research and to introduce students and early career researchers to entrepreneurial actions in order to better understand how to develop, protect and commercialize Intellectual Property and disseminate their research results.

WHAT YOU CAN EXPECT

In this 8-d intensive course, students and early career researchers will learn the fundamentals of successful technological entrepreneurship. Students/teams start with a proof-of-concept product they bring to class or select from projects created by them. Teams that create the most successful research and innovation venture by the end of the class will have the opportunity to pitch their ideas to the course mentors.

This 8-d, fun, action-oriented course aims to inspire and develop entrepreneurial skills through the use of task and activities which have been customized for the Talent Valorization and Attraction Initiative.

After taking this course, participants will:

- Understand imagination, creativity, innovation and entrepreneurship
- Learn how to inspire and motivate curiosity in research and innovation venture creation and technology commercialization
- Explore the role of creativity in IP commercialization
- Determine how to unlock creativity and enterprise?
- Understand when an idea might be an opportunity
- Investigate the key stages of converting research into customer ready products and services
- Learn how to gather evidence about their opportunity
- Comprehend how to communicate the value of their research

WHO IS THE COURSE FOR

This course targets two groups of individuals:

1. Ambitious and energetic individuals who are passionate about research and innovation. Candidates can be at various stages of their research journey from having an idea or to think about the impact of their research and their own career directions.

2. The course is also appropriate for those from different backgrounds who wish to expand their knowledge and experience with entrepreneurial skills beyond the bench.

METHODOLOGY

Tuscia entrepreneurship program provides a perspective in education that is much broader than any other stand-alone business school program. Our core entrepreneurship courses complemented by case-based learning provide solid grounding on all major disciplines. Case-based learning is the heart of the CE-Hackathon pedagogy. It is designed to bring out critical issues around the problems where you come away with problem solving capability.

The crash course will be intensely interactive. Students will also have further resources made available to them.

The course is specifically designed to combine traditional classroom style experiences with small group activities focusing on experiential learning. These group activities allow participants to put the tacit knowledge into practice while receiving reassurance, guidance and feedback from the facilitators.

The facilitator play a very important role throughout the journey of the students, helping them to build self-confidence and offering them an understanding of the basic skills and knowledge of entrepreneurship. They assist in creating a process that uses all the skills and knowledge of the team to nurture participants' self-belief, unlock the "can do" attitude and support idea creation for new entrepreneurial ventures. Facilitation mainly focuses on creating a safe environment where participants have the chance to stretch their imagination and participate in the group to learn from each other's experience.

OUTCOMES

The creativity and entrepreneurship course gives students and researchers the foundation to understand how to think about entrepreneurial action? How to identify opportunities? How to recognize innovation? And what kinds of an impact are going to have?

Tackling world scale challenges is at the forefront of our agenda, for this reason our students will learn to develop a critical thinking skills through our program.

The course gives all our students and eary career researchers a competitive advantage through a unique experience. By the end of the workshop students and early career researchers will have learned about entrepreneurial knowledge and skills, motivations, challenges and meet a like-minded people to enable them to have confidence to take their Intellectual Property to market.

Participants will learn how to explain the technology opportunity on commercial terms, how to develop a coherent proposal and be ready for their pitch taking into consideration the IP rights, product development stages, prior art search and IP due diligence.

The course supports the formation and growth of effective networks by creating multidisciplinary teams, working on specific ideas in joint collaboration and through training those teams for 8 days to minimize risk and maximize product development.

Students will also learn how to finance their innovative ideas; they will learn how to build a team; they will learn how to recognize opportunities; they will learn how to scale and create market; they will learn how to find every individual who helps them to complement their opportunities.