Sciencepreneurship Education

by tecnet equity NÖ
Technologiebeteiligungs-Invest GmbH

Proposal

The tecnet Sciencepreneurship Education program aims to introduce researchers and scientific staff to key topics in entrepreneurship, knowledge and technology transfer, and innovation management.

Co-funded by the European Union

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tecnet

Sciencepreneurship Education

Program

Introduction

The tecnet *Sciencepreneurship Education* workshop series is designed to introduce researchers, particularly PhDs, and scientific staff to key topics in entrepreneurship, knowledge and technology transfer, and innovation management.

The program is structured into the following thematic modules, each comprising two workshops:

- **Module 1 | Impact-Driven Sciencepreneurship: Mindset & Ideation**
    1. Impact Journey – Exploring the Value of Research
    2. Creative Science – Tools for Innovation
- **Module 2 | From Idea to Implementation: Communication & Transfer Strategies**
    3. Communication Lab – Making Research Understandable
    4. Lab2Market – Transfer Strategies for Researchers
- **Module 3 | Intellectual Property & Funding Strategies**
    5. IP Essentials – Understanding Protection, Strategy and Search
    6. Funding 101 – Basics for Future Founders

Each workshop is interactive, limited to a maximum of four hours, and includes peer-learning elements. To ensure meaningful exchange and engagement, a minimum of six participants is required.
The full program cycle is offered once per academic year. A detailed description of the three modules and their workshop content can be found on the following pages.

Disclosure

*This workshop is delivered as part of the **research-to-value next (r2v next)** project by tecnet equity – an early-stage support initiative for research institutions in Lower Austria. The project is funded by the IBW/ERDF & JTF program, which means participation is free of charge. For further details on the EU funding program, please visit www.efre.gv.at.*

Module 1 | Impact-Driven Sciencepreneurship: Mindset & Ideation

Innovative ideas generally do not arise by chance, but through deliberate reflection on the social and economic impact of scientific research. This module gradually introduces participants to the sciencepreneurship mindset and helps them learn to recognize the potential within their research and apply methods for idea generation.

WS1: tecnet Impact Journey – Exploring the Value of Research

Objective

Develop a deeper understanding of the social, economic, and academic impact of one's own research, and foster an impact-driven sciencepreneurship mindset.

Why is this relevant?

Early awareness of the effects of academic work helps researchers identify application potential and impact dimensions at an early stage and develop them strategically.

Workshop Content

- Impact in the context of global challenges and the SDGs
- Dimensions of impact and related strategic approaches
- Identifying the socio-economic relevance of one's own research

WS2: tecnet Creative Science – Tools for Innovation

Objective

Learn methods for ideation and creative problem-solving to support the translation of research into innovative applications.

Why is this relevant?

Creative thinking enables researchers to approach challenges from new perspectives and develop effective solutions to complex problems.

Workshop Content

- Introduction to design thinking and innovation processes
- Application of creativity techniques
- Teamwork in form of an interactive innovation challenge

Module 2 | From Idea to Implementation: Communication & Transfer Strategies

A good idea alone is not enough – the successful transfer of scientific findings depends heavily on effective communication and strategic implementation. In this module, participants learn how to present their research in a way that is tailored to specific audiences, identify transfer opportunities, and take initial steps toward successful implementation. In addition to scientific and public communication, the focus is also on communication with potential partners and stakeholders.

WS3: tecnet Communication Lab – Making Research Understandable

Objective

Develop the skills to present one's own research clearly and effectively for different target audiences.

Why is this relevant?

Clear communication is the foundation of successful transfer activities – whether in the context of founding, funding, or collaborations. Those who can communicate complex ideas convincingly increase their chances of implementation.

Workshop Content

- Target audience analysis
- Storytelling
- Presentation techniques

WS4: tecnet Lab2Market – Transfer Strategies for Researchers

Objective

Learn how to develop structured commercialization pathways for one's own research using practical, research-driven tools.

Why is this relevant?

Researchers benefit from hands-on methods that help them iteratively refine their transfer strategies and identify suitable application and commercialization paths.

Workshop Content

- Identifying relevant transfer strategies
- Introduction to a visual framework (Canvas) to structure & support transfer activities
- Applying the Canvas to one's own research project

Module 3 | Intellectual Property Protection & Funding Strategies

When research results are to be translated into real-world applications, legal and financial aspects play a crucial role. This module provides foundational knowledge on intellectual property rights and funding options to help bring innovations successfully into practice.

WS5: tecnet IP Essentials – Understanding Protection, Strategy and Search

Objective

Understand the fundamentals of intellectual property rights (IPR) and patent search.

Why is this relevant?

Commercially viable research results should be properly protected. A solid IP strategy is also a key factor for investors, as it signals the innovation strength and security of a project.

Workshop Content

- Basics of IP protection (patents, trademarks, copyrights)
- IP strategy
- Patent search

WS6: tecnet Funding 101 – Basics for Future Founders

Objective

Understand the key concepts, funding types, and strategies relevant to spin-off financing, and gain insights into how investors evaluate early-stage ventures.

Why is this relevant?

A basic understanding of funding logic is essential for researchers aiming to turn innovations into viable spin-offs or start-ups. Knowing what investors look for helps build credible, fundable ventures.

Workshop Content

- Key concepts and terminology in spin-off financing
- Funding types and strategic approaches
- Insights into investor logic and decision-making