



## 7.5 - Innovation Approach

**Course Path:** 7. Knowledge of the Company and Entrepreneurship

Introductory Text: Are you keen to discover the innovation process? Would you like to demystify all the mechanisms for valorizing your research? Do you want to enrich your scientific vision with tools that allow you to approach your projects so that they meet societal challenges?

The aim of this training course is to introduce you to innovation tools illustrated by practical cases for integration into your scientific reflections, thus providing a perspective on the valorization of the projects to which you contribute.

**Keywords:** Innovation; Valorization; Application; Ecosystem; Impact; Society

**Total Duration of Training (Hours):** 7 hours

**Session Organization (duration, schedule etc.):** 1 session per semester; 09h-12h / 13h-17h

**Training mode:** In-person

**Number of participants:** From 10 to 20 people

**Level (basic, intermediate, or advanced):**

**Detailed Program:**

### 1. Creativity

- 1.1. What are the applications of your thesis for society?
- 1.2. Examples of thesis topics that have resulted in applications
  - 1.2.1. Deeptech, Lowtech
  - 1.2.2. Humanities and Social Sciences
  - 1.2.3. Market Organization and Blue Ocean
- 1.3. First 4 squares of Lean Canvas in group on a subject
- 1.4. Debriefing

### 2. Intellectual Property

- 2.1. Question to the PhD student: What rights (exploitation, IP) do you have over your research?
- 2.2. Examples (round table)
  - 2.2.1. Patent
  - 2.2.2. Software



2.2.3. Brands

2.2.4. Database

2.2.5. PVP (Plant Variety Protection)

2.2.6. Trade Secret

2.3. Practical Cases: A complex result described with different possible protections

### 3. Scaling up

3.1. Question to the PhD student: What step in your work would lead to an application?

3.2. Examples: Concept of TRL and example of scaling with time concept

3.3. Practical Cases: Steps in Scaling up

### 4. Networking and Relationships

4.1. Question to the PhD student: List the actors around you and how can they support you?

4.2. Examples: implementation of a network in an innovation project

4.3. Practical Cases: How does a project reach the customer with the network?

### 5. Presentation of the devices for your subject and optional doctoral student pitch if desired

**Prerequisites if any:**

**Skills Acquired at the End of the Training:**

- Strategic thinking and understanding of the innovation process
- Familiarity with intellectual property rights related to research
- Understanding the steps necessary to scale up research findings to applications
- Enhanced creativity and ability to generate practical applications from a thesis
- Understanding and leveraging the role of networks and relationships in advancing an innovation project
- Practical experience in pitch presentations and communication.

**Teaching Method:** Make a parallel with their project; Recommend other doctoral college modules; Use the same practical case throughout the day.

**Training Language:** French | English