



3rd edition

# Engega!

2018

Training programme to generate market solutions in the field of Green Energy

Course programme

Organized by:



Parc de Recerca  
UAB



Fundación  
**REPSOL**



InnoEnergy  
Knowledge Innovation Community

21/02/2018 15:00h - 18:00h	<p><b>General presentation and introduction to entrepreneurship</b> Presented by Júlia Palma, Head of the Entrepreneurship Area of the PRUAB (Research Park of the Autonomous University of Barcelona).</p> <ul style="list-style-type: none"> <li>• Entrepreneurial attitudes.</li> <li>• Presentation of UAB campus success stories.</li> <li>• Group dynamics among participants: generate empathy among participants; introduce them to the importance of prototypes and being capable of improvement based on validated learning experiences.</li> <li>• Successful case.</li> </ul>	21/03/2018 17:00h - 19:00h	<p><b>Creation of companies:</b> Presented by Jorge-Miquel Rodríguez and Carles Gòrriz, UAB lecturers in Business Law.</p> <ul style="list-style-type: none"> <li>• Constitution of technology based companies.</li> <li>• Agreement among partners: typical clauses.</li> <li>• Transfer agreement: typical clauses.</li> </ul>
28/02/2018 15:00h - 18:00h	<p><b>Introduction to Business Model Canvas</b> Presented by Júlia Palma</p> <ul style="list-style-type: none"> <li>• Identification of problems / opportunities: Identification of customers, idea validation, and survey creation.</li> <li>• Development of ideas structuring information: real data of the need to measure the market, approach to and viability of the solution, and possible competitors.</li> <li>• Validation of business ideas and hypotheses using the Business Model Canvas: Uncertainty, risk, and business hypothesis; the use of tools to design and begin validating the model.</li> </ul>	04/04/2018 15:00h - 19:00h	<p><b>Technology-based IP</b> Presented by Xavier Vallvé, Director of the UAB area of evaluation and patents.</p> <ul style="list-style-type: none"> <li>• Intellectual and industrial property rights.</li> <li>• Applying for patents.</li> <li>• How to evaluate technologies - assessment models.</li> </ul>
07/03/2018 15:00h - 17:00h	<p><b>Mentoring</b> Presented by market experts. Each project will be assigned a mentor who is an expert in the technology market and who will advise the team. The mentors will include members of the Fundación Repsol, InnoEnergy, Victoria Capital and Demeter.</p>	11/04/2018 15:00h - 17:00h-	<p><b>The final pitch:</b> The teams will present their projects before a panel of experts from the Fundación Repsol and InnoEnergy. They will be assessed for:.</p> <ul style="list-style-type: none"> <li>• The validity of the scientific and technical basis of the proposal.</li> <li>• The innovation level of the proposal.</li> <li>• The economic and business viability of the proposal; the economic and social impact of introducing the product / service on the market.</li> <li>• The energetic and environmental impact of introducing the product / service on the market.</li> <li>• Assessment of the team presenting the proposal.</li> <li>• The social benefit of implementation of the business proposal in its area of application.</li> </ul>
14/03/2018 15:00h - 19:00h	<p><b>Financing</b> Presented by Juan F. Sangüesa, Head of the projects area and Júlia Palma, Head of the PRUAB entrepreneurship area</p> <ul style="list-style-type: none"> <li>• Public and private sources of financing.</li> </ul> <p><b>How to prepare an Elevator Pitch</b> Presented by Josep-Miquel Torregrosa, InnoEnergy Business Creation Office</p> <ul style="list-style-type: none"> <li>• Understand the key aspects of the skills required by any leader when presenting their project rapidly, directly and convincingly under any circumstances.</li> <li>• Selling your project efficiently: present, communicate, and convince.</li> <li>• Reflection: are you ready to awaken interest in your audience?</li> <li>• Tools and tricks that are not in the books.</li> <li>• Action learning: intensive, practical, and easy training to make you capable of captivating.</li> </ul>		