

Entrepreneurship, Innovation and Technology Transfer

Course introduction

Course outline

1. Creativity and ideas generation.
2. Innovations & Technology Transfer
3. Market issues, problems, needs and opportunities.
4. Identifying customer needs & Establishing product specs.
5. Business models
6. Intellectual property
7. Financial Plan
8. Development of business plans
9. Communication and presentation of business plan

Course outline

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1. Creativity and innovation
 2. Innovation opportunities.
 3. Market opportunities.
 4. Identifying product specs.
 5. Business models
 6. Intellectual property
 7. Financial
 8. Development of business plans
 9. Communication and presentation of business plan
- Product Development**
- Business Plan**

Methodology

Theory class 1.5h/sem

Presentation of concepts and methods

Theory/practical classes 1.5h/sem

Support of the students projects

Presentation of approaches to problems

	Tuesdays	Wednesdays	Thursdays
09:30-11:00			Theory class
15:30-17:00	Practical class 1		Practical class 3
17:00-18:30			Practical class 4
18:30-20:00		Practical class 2	

Project development



From the idea to the presentations to possible investors.

In groups of 5/6

Each team is supervised by 1 professor

Continuous evaluation - weekly updates in class

Groups need to attend the same problems class

Theory classes

Class with theory contents to apply in your projects

Orientation for the week

- Feel free to leave if you have to
- If you stay, be present, pay attention, for the sake of your classmates
- Nothing leaves the room, feel free to say anything, anytime.

Practical classes

- Development of the group projects
- Continuous evaluation, all group members must be present – **all groups members must be able to attend the same schedule**
- Weekly updates of the project

Project description and aim

- Students will act as entrepreneurs and develop a new service/product that solves a problem or need
- Groups of 5
- It is expected a lot of field work

Timeline

6th March: Register group (fenix)

13th March: Submit group idea (fenix)

17th April: Submit midterm report (6 pages, fenix)

15th May: Submit executive summary (1 page, fenix)

21st May (afternoon): Pitch

29th May: Submit final report (20 pages, fenix)

Evaluation

Continuous evaluation (30%)

- Individual participation and presence in classes
- weekly evaluation of the project development (weekly tasks)

Written reports (40%)

- Midterm report
- Final document

Pitch (30%)

Project examples (last year)

Techsun

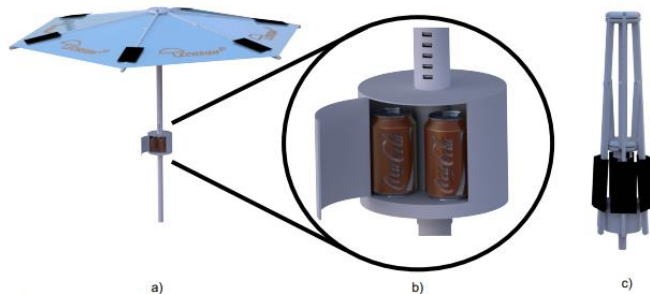


Figura 3 – a) Chapéu TECHSUN aberto, b) Zoom in para o mini-fridge e portas usb, c) Chapéu TECHSUN fechado.

SafeCube

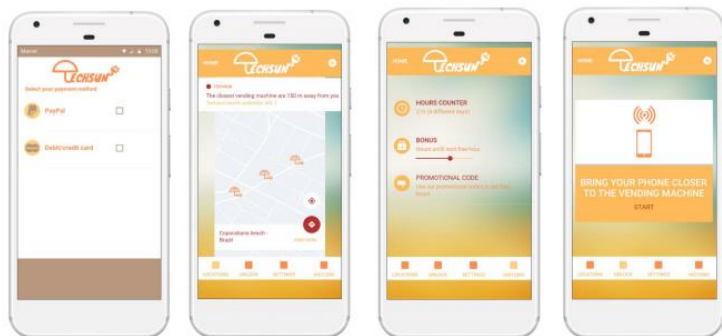


Figura 5 – Exemplos de capturas de ecrã do protótipo da aplicação desenvolvido para a TECHSUN.

Project examples (last year)



Figura 2: Página inicial do site

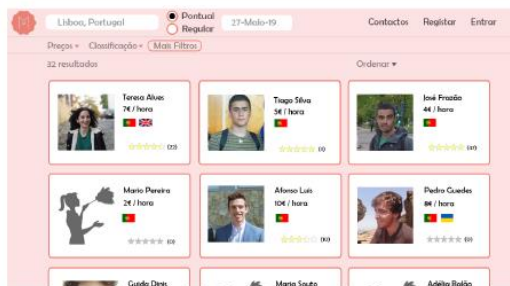
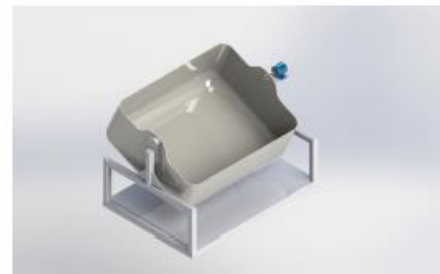
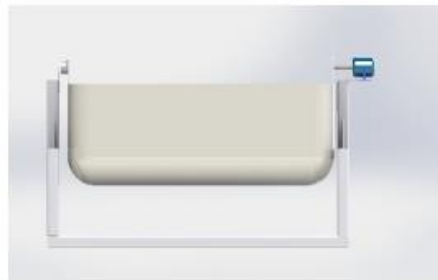
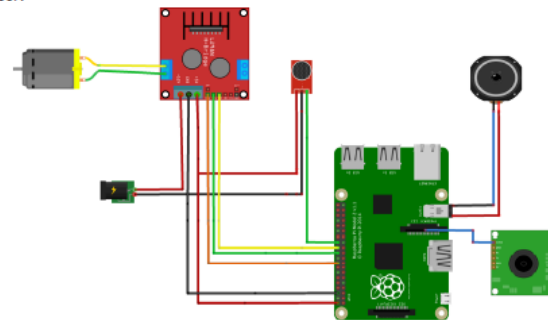


Figura 3: Pesquisa no site



Baby Sway



Office hours

Inês Ribeiro

Mondays 14:00-15:00

Wednesdays 10:30-11:30

António Campos

Thursdays 16:00-17:00



TÉCNICO LISBOA