



Deliverable 4.8

Report on Network-wide training event 5: Entrepreneurship, pitching, and media interactions

Grant Agreement n°: 956623

Project full title: Inventive forecasting tools for adapting water quality management to a new climate

Project acronym: inventWater

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Introduction

This training event equipped Early Stage Researchers (ESRs) with a comprehensive entrepreneurial skill set, empowering them to conceptualize, evaluate, and ascertain the innovation and business potential of their ideas. The training spanned a two-day period and was conducted at Aarhus University's new "Incubator" facility, known as "The Kitchen." This initiative was collaboratively organized by Helle Meibom and Vegar Lein from AU Enterprise and Innovation group. Additionally, it was in partnership with the Water Web Tools transfer and founding project at Aarhus University, spearheaded by Dennis Trolle. Notably, Dennis Trolle, previously involved in the inventWater project as a supervisor, now owns his own company, bringing a wealth of practical expertise to the training.. To achieve this and following the Grant Agreement a list of activities and goals were developed:

- From science to company - real-world examples (1h – 0 ETCS)
- Development of a research canvas (or an asset inventory assessment) (2h – 0 ETCS)
- The process of idea generation (2h – 0 ETCS)
- Stakeholder mapping (2h – 0.1 ETCS)
- Customer discovery (2h – 0.1 ETCS)
- Development of a business model canvas Problem/idea oriented (lean canvas), development of a finance model (3h – 0.1 ETCS)
- Pitching and media interactions, marketing, business etiquette (4h – 0.2 ETCS)



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Location of the meeting

The meeting was held in Aarhus (Denmark) at the Aarhus University (AU) following the grant agreement. The meeting was organised by Hans Estrup and Katrin Bieger at AU as beneficiaries of the project, with the support of Robert Ladwig. See some pictures from the meeting in the different sessions.



Figure 1. Picture of the whole group at The Kitchen Hub

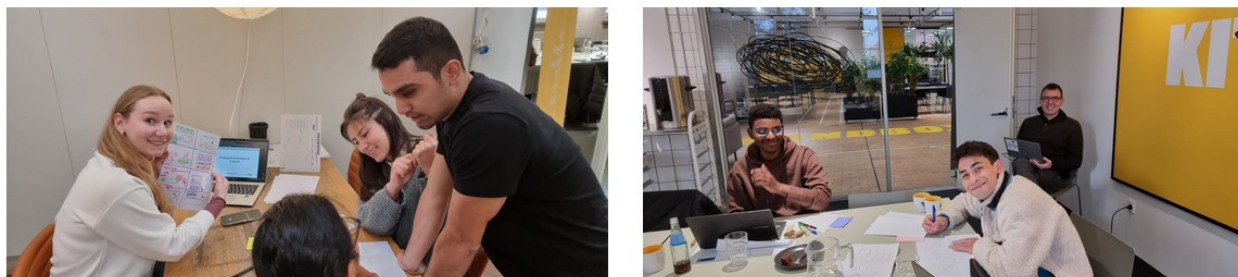


Figure 2. Doing exercises during the training



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Figure 3. Learning from other entrepreneurs that switched from academy to industry



Figure 4. Practicing pitching using our own project ideas



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List of attendees

Name	Institution	Role
Ammanuel Bekele	RUB (Germany)	ESR
Maud Siebers	US (UK)	
Sabin Taranu	VUB (Belgium)	
Ilaria Micella	WU (The Netherlands)	
Keerthana Suresh	IIASA (Austria)	
Ricardo Marroquin	DKIT (Ireland)	
Angela Pedregal	ICRA (Spain)	
Lipa Nkwale	UFZ (Germany)	
Faluku Nakulopa	UFZ (Germany)	
Mahtab Yaghouti	US (UK)	
Adrian Rinaldo	UCC (Ireland)	
Daniela Henry	ICRA (Spain)	
Annika Schlemm	VUB (Belgium)	
Floran Clopin	WU (The Netherlands)	
Katrin Bieger	AU (Denmark)	Supervisors
Robert Ladwig	AU (Denmark)	
Hans Estrup	AU (Denmark)	
Rafael Marcé	ICRA (Spain)	
Dennis Trolle	Water Web Tools (Denmark)	Entrepreneur
Helle Meibom Færgemann	The Kitchen (Denmark)	Lecturer
Maria Lund Paulsen	LakeAID (Denmark)	Entrepreneur

Agenda of the Fifth Training Event

Following the initial plan, a three-day meeting was planned and successfully implemented. The first day was assumed as a traveling day to respect the family time of the network and because the training will continue after the 2-day-meeting, fulfilling the GA. In the following table are the activities and sessions per day.



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Wednesday, January 24th



The Kitchen, Universitetsbyen 14, 8000 Aarhus C

Day 1

08.45 Arrival and coffee

09.00 Short introduction to The Kitchen and the program

09.15 Introduction to the art of pitching and presenting your work

10.00 Break

10.15 Introduction to uncertainty, risk and the effectuation theory (Sarasvathy).

10.30 Resource mapping in practice – individually and in pairs

11.15 Enter resources into slide

11.30 Lunch

12.00 Brainstorming on problems/needs and target groups: who could benefit from your research?
In groups of 2-3 persons

13.15 Enter the most promising and appealing set(s) of problems and target groups in a slide

13.30 Analogue idea generation in relation to creating the optimal fit between resources, solutions, problems, and target groups.

14.00 Applying AI to optimize the fit between resources, solutions, problems, and target groups.

14.45 Enter the best problem-solution-fit into the slide.



Thursday, January 25th



The Kitchen, Universitetsbyen 14, 8000 Aarhus C

Day 2

09.00 Very brief introduction to day 2

09.10 Finalizing your pitch – consider using other slides from slide-deck

09.30 Break

09.45 Break-out groups for testing your pitch

11.00 Presentation by Maria Lund Paulsen: Lakeaid

<https://www.linkedin.com/company/lakeaid/?originalSubdomain=dk>

12.00 Lunch (Ends at 12.45)

Additionally, after the training with “The Kitchen”, Dennis Trolle took the lead in the training about “Transfer experience from science to industry” from 13:00-16:00.



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