

THE NEXT SOCIETY

INNOVATORS
SHAPING THE FUTURE
IN THE MEDITERRANEAN



Project
funded by the
EUROPEAN UNION

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RESEARCH TO INNOVATION LAB

A go-to-market coaching for
Tech Transfer officers



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R2I Lab: Helping Tech Transfer officers promote their technology portfolio

For whom?

The Research to Innovation Lab (R2I Lab) is intended for managers of Technology Transfer Offices (TTO) and similar organisations or services playing a role of interface between research with industry

What does the R2I Lab include?

The R2I Lab is an action-oriented training programme. It provides tailor-made guidance from experts of Jordan's Royal Scientific Society (RSS) and opportunities to get local and international exposure to promote technology portfolios.



RESEARCH TO INNOVATION LAB: What you will learn and achieve

Coaching topics

- Intellectual property (IP)
- Building and managing an IP portfolio
- Commercialisation and open innovation
- Pitching innovations to potential partners

Outcomes for your TTO

- A portfolio of transferable technologies
- A roadmap for commercialisation & a pitch deck
- A greater visibility and recognition within your institution and nationally
- National and international networking opportunities including a soft landing mission in Europe for the winners of the programme



The R2I Lab is a practical approach to boost the technology transfer dynamics

- Learning by doing: an action-oriented training with a go-to-market focus
- Technical & practical guidance and interaction with international experts to build and promote effectively your technology portfolio
- Networking and best practices with peers
- International exposure with access to local and global markets



R2I Lab: 3 steps to build and promote your technology portfolio

TTO bootcamp

How to present and sell a technology portfolio

Get ready

3-day intensive training to work on the presentation of the problem addressed by the technology, its target, the pricing, the selling points, etc.

Coaching

- Building of tech portfolios
- Pitch training sessions

Build your technology portfolio

Jordan's Royal Scientific Society (RSS) online guidance to build your technology portfolio and pitch deck

1-day training to pitch your portfolio and debrief with a jury

Business activities

- Soft landing
- I2I: BtoB meetings

Demonstrate

Soft landing: short term mission in a European TTO

Business meetings with selected industry leaders and innovation partners during THE NEXT SOCIETY events



R2I Lab: Be the next! Are you eligible?

The R2I Lab is for you

- You are a manager in a technology transfer office (TTO) or a similar organisation
- You are established in Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine or Tunisia and you speak English

Conditions

- Selection process managed by RSS and your country coordinator
- Support services are free of charge (delivered in English), travel costs are covered



THE NEXT SOCIETY R2I Lab Country coordinators

- Algeria = Brenco
- Egypt = ITIDA
- Jordan = RSS (regional coordinator)
- Lebanon = Berytech
- Morocco = R&D Maroc
- Palestine = HCIE
- Tunisia = APII



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