

EIC Business Acceleration Services

Innovation Training Workshop: capitalize on your innovation!

Online Event, 13-14 May 2020

The European Innovation Council Business Acceleration Services invites you to participate in our Innovation Training Workshop to discover business opportunities and commercialize your projects' outcomes. The workshop will be based on interactive sessions and will present you and your business concrete tools, which can be immediately implemented in your daily business.

On 13 and 14 May 2020, a limited hand-picked number of early stage EIC-funded beneficiaries will have the opportunity to participate in this Workshop and identify innovative solutions.

The Innovation Training Workshop aims to support and train the EIC beneficiaries of the FET Open and the FET Proactive programmes towards commercialization, as well as understanding the innovation and value creation opportunities connected to their research. The final scope of the Innovation Training Workshop is to build individual mindset towards commercialization, stimulate awareness on customer development processes and share concrete tools for long-term use.

The Workshop is built as an agile match of different modules that will be combined based on the status (maturity level) and needs' of the target group of each Workshop.

The Modules offered are the following:

- **Technology Validation and product-market fit process**
Understanding the market pull actions from early stage of Technology Readiness Level (TRL)
- **Business Recognition and Market Data Module**
Understanding the commercialization potential of the research and defining ideal market sharing technics
- **Venture Development Methodology Module**
Fine-tuning and improving business proposition and approach to the market.
- **Exploitation via Lean approach Module**
Identifying customer segment and exploitation opportunities
- **Presentation Pitch**
Simulation and personalized feedback given on the quality of the pitch

MORE INFORMATION

ec.europa.eu/easme/sme
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Opportunities for selected EIC-funded SMEs

- Networking opportunities with relevant EIC beneficiaries;
- Personalised and interactive trainings based on specific needs;
- Services related support before, during and after the training Workshop.

Who can apply?

The open application is only for EIC-funded beneficiaries. Priority will be given to FET-Open and FET-Proactive researchers (acting as individuals or representatives of a consortium). The final attendee list will be established based on the selection criteria below.

Application

You can apply by clicking on the following link:

<https://entrypoint-smei.easme-web.eu/form/116>

After logging in with your EU-Login, please fill in the respective form.

To avoid any Intellectual Property-related conflicts, we are inviting you to share only non-confidential information.

The Business Acceleration Services will contact all applicants once the selection process has concluded. However, this contact does not include feedback or recommendations to not selected EIC beneficiaries.

Applications are open until the 30 April, 2020.

EIC Business Acceleration Services

The Business Acceleration Services provided are free of charge. Additional costs, such as travelling and accommodation, are not included. However, your EIC running projects might cover these as dissemination activities. Please check this possibility with your Project Officer or Key Account Manager.

All participants are expected to fill out a brief satisfaction survey shortly after the event, and a business impact survey after six months. Failure to do so may lead to exclusion from future Business Acceleration Services.

This opportunity is brought to you by the EIC Business Acceleration Services. Read our [2019 yearly wrap-up](#) and our [report on EIC Corporate Days](#) to learn more about what we do and how we do it. More information on the EIC Business Acceleration Services can be obtained through our helpdesk: <https://community-smei.easme-web.eu/contact>

Cancellation policy

Cancellations will only be considered in duly documented cases of “force majeure”. Unjustified cancellation can lead to exclusion in future Business Acceleration Services events. For additional information, please refer to our [helpdesk](#) (please choose “EIC Innovation Training Workshop” as the subject).