

## PRESS RELEASE

### **HEPTech encourages transforming ideas into marketable innovations**

For a fourth consecutive year, the High-Energy Physics Technology Transfer Network (HEPTech), fostered by CERN, brought together early-stage researchers in high-energy physics and related scientific domains to help them transform their research ideas into marketable innovations.

The symposium took place from 19<sup>th</sup> to 23<sup>rd</sup> June 2017 and was hosted by GSI Helmholtzzentrum für Schwerionenforschung GmbH, in Darmstadt, Germany.

Twenty young researchers from eleven European countries – Germany, UK, Romania, Italy, Czech Republic, Spain, Switzerland, Lithuania, Netherlands, Poland and Ukraine had the chance to meet entrepreneurs and experienced scientists, and to learn how science can impact society.



*(Photo: G. Otto, GSI)*

Through interactive workshops the participants learnt about technology-push, design-thinking as a tool to support innovation, technology characterization and value proposition. Prominent speakers

introduced them to the specifics of the collaborations in physics, management of large research projects and decision-making process in a scientific environment. Exploration of real cases revealed the long way from an innovation to a patent or license, the patenting process, ownership of intellectual property and rights to exploit it, as well as the IP valuation. Basic requirements for public funding and some funding opportunities for start-ups at national, regional and European level were presented followed by a funding experience report of a founder of a spin-off - already established at the market – who disclosed both anticipated and unexpected traps the entrepreneur should tackle.

Within the week-long program, the secrets of a successful project management were discussed and the importance of the human resources involved was emphasized. Appropriate staffing appeared to be also the core of a successful product-focused start-up aiming to establish scalable and sustainable business with clearly identified target groups.

“Win-win” negotiation techniques exercise excited the young researchers, made them learn about the negotiation process and discover their own negotiation styles, while the role-play gradually transferred them to the business environment.



The entrepreneurship success story of the creation and growth of the Raspberry Pi (an affordable, credit-card-sized computer designed to be used in educational environment) revealed how developments in research are transformed in successful marketable products. The story also addressed issues concerning the development of a commercially sustainable product, such as the role of the competition, improvement of the product by responding to users' needs and its continuous innovation.



In a guided tour, the young researchers were introduced to the facilities and research potential of GSI and future FAIR (Facility for Antiproton and Ion Research). They explored the unique in the world accelerator system for ion beams and admired the ion beam radiotherapy – a revolutionary new form of cancer treatment.



A great challenge to the participants was the task to prepare 7-minute pitches presenting their research projects and trying to attract investors' attention. To this end, they had a dedicated session on investors' expectations and on the structure and necessary components of the pitch, and they received useful advices how to identify their market share and organize an "A Class" team.

The last day of the symposium saw the early-stage researchers delivering their pitches before a panel of experts who were giving them constructive feedback.



All topics were presented by experienced professionals, entrepreneurs and technology-transfer experts such as Markus Nordberg, Jean-Marie Le Goff (the Chairman of HEPTEch) and Bernard Denis, of CERN; Ian Tracey (the HEPTEch Secretary General) of KTN, UK; Pete Lomas, Co-creator and trustee of Raspberry Pi Foundation; Prof. Dr. Orestis Terzidis of Karlsruhe Institute of Technology, Germany; Adrian Stypka of Enterprise Europe Network/Hessen Trade and Invest; Dr. Ing. Thorsten Meiss of EvoSense GmbH, Germany; Dr. Janina Fengel of the University of Applied Science, Darmstadt; and Ion Padilla, founder of WeHike start-up, Switzerland. Symposium participants enjoyed the networking opportunities and discussed topics of their particular interest.

The social programme took the participants to an artists' colony, established in the beginning of 20<sup>th</sup> century, where they got in touch with the art nouveau architecture in Darmstadt. They also explored the famous cellar labyrinth located about 7 meters under the ground in Oppenheim am Rhein.



The early-stage researchers highly valued their experience and qualified it as “eye-opening”, “a unique opportunity”, “very insightful”, “expanding horizons”, “empowering” and “the most memorable conference with the largest impact” they have ever attended. Both participants and speakers highly appreciated the overall organization and logistics provided by the hosts from GSI.

Taking into consideration the excellent participants’ feedback received for a fourth consecutive year, HEPTEch is doing its best to keep the tradition of its annual symposia and will organize the next one in June 2018, at ELI Attosecond Light Pulse Source (ELI-ALPS), in Szeged, Hungary.

If you want to become part of this amazing experience please register to HEPTEch2018 by sending an e-mail to [HEPTech-Symposium2018@cern.ch](mailto:HEPTech-Symposium2018@cern.ch) with a subject line “Register”.

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