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## PRESS RELEASE

### The HEPTech Symposium opens the research to the business world

For a fifth 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 11<sup>th</sup> to 15<sup>th</sup> June 2018 and was hosted by ELI-ALPS at their brand new facility in Szeged, Hungary.



*Photo: ELI-ALPS*

Sixteen young researchers from ten European countries – Germany, UK, Romania, Italy, Czech Republic, Portugal, Switzerland, Ireland, Hungary and Ukraine had the chance to meet entrepreneurs and experienced scientists, and to learn how science can impact society.

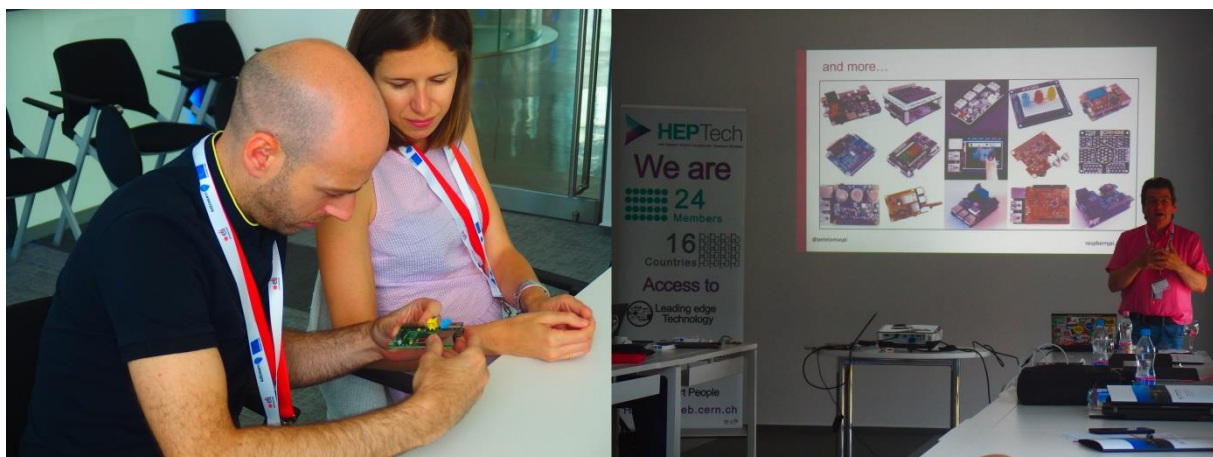
Along with the traditional topics that make up the brand of the HEPTech Symposium, such as entrepreneurship in physics, negotiation skills, intellectual property protection and investor readiness,



several new topics were introduced this year. Through interactive workshops the participants discovered the specifics of the open innovation in the knowledge-based economy. They learnt how to conduct research in a scientifically responsible way and how to make an open innovation strategy. Experienced professionals explored the technology push and pull, the role of the technology transfer offices for preliminary technology and techno-commercial feasibility assessment, as well as the various forms of technology transfer.

A special session was dedicated to spin-off creation and funding of spin-offs. The delegates were introduced to the principles of entrepreneurship as well as to grant schemes for financing start-ups and growing companies. Through real-life cases they learnt how to make their way from an R&D to a manufacturing company, how to manage a spin-off and how to reach reliable distribution channels for their products. The importance of the geographical definition of their potential markets was addressed.

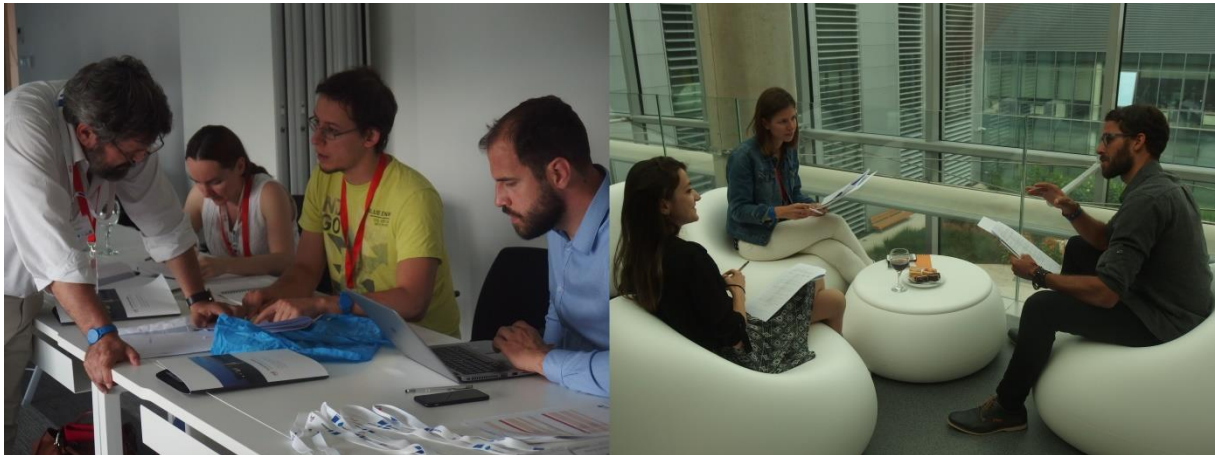
The entrepreneurship success story of the creation and growth of the Raspberry Pi (an affordable, credit-card-sized computer designed to be used in educational environment) revealed how developments in research were transformed in successful marketable products. The story also addressed issues concerning 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.



Topics relating to the nature of the intellectual property, patent applications and patenting process triggered lively discussions. Special attention was paid on the intellectual property (IP) rights in an open innovation system and on the management of open innovation. On this basis, the collaboration between academia as an IP producing and industry as an IP funding partner was discussed.



“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.



In a guided tour, the symposium participants were introduced to the facilities and research potential of ELI-ALPS. They were impressed by the architectural design, construction and functionalities of the modern building and demonstrated huge interest in the variety of laser-based photon and particle sources and their application, as well as in the opportunities for the international research community offered by the modern facility.



A great challenge to them was the task to prepare 5-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.

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.



As a reward for their week-long efforts the delegates received certificates.



All topics were presented by experienced professionals, entrepreneurs and technology-transfer experts such as Bernard Denis of CERN; Ian Tracey (the HEP Tech Secretary General) of KTN, UK; Pete Lomas, Co-creator and trustee of Raspberry Pi Foundation; Steven Flipse of the Technical University of Delft, Netherlands; Dr. Péter Mogyorósi, (CEO of Innoconsult International, an innovation management company); and Mr István Molnár (CEO of an IP Management company, Budapest).

Symposium participants enjoyed the networking opportunities and discussed topics of their particular interest.



Part of the social programme included a city tour of Szeged and revealed the history and traditions of the area.



The early-stage researchers valued their experience and qualified it as “a high quality environment for developing business skills”, “a perfect place for networking and learning”, “an outstanding opportunity for bridging the gap between science and business”, and “an excellent way to engage young researchers to learn about the business environment”.

The excellent organization and hospitality of the ELI-ALPS’ team as well as their efforts to make the 2018 Symposium an unforgettable experience were highly appreciated by everyone involved.

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