

Info sheet on the HZDR Innovation Contest

Date & time: **December 5/6, 2023, 9 a.m. – 5 p.m.**
Place: Helmholtz-Zentrum Dresden-Rossendorf (HZDR)
Reading room, library (building 104)
Bautzner Landstr. 400, 01328 Dresden



AIMS

- To identify new commercialisation ideas.
- To systematically select high-potential ideas for further development and prepare these for commercialisation.
- To keep the number of innovation projects of the HZDR at a consistently high level and to increase it further.

TOPIC OF THE COMPETITION

- Identification and evaluation of technologies and knowledge created at the HZDR for their suitability as marketable products or services – both technology transfer to industry and knowledge transfer to society.
- Application of the innovation as a product or service.
- Presentation of the product or service and its features.
- Identification of real customer needs that the product or service satisfies.
- The benefits of the innovation in comparison to competitive solutions.

PARTICIPANTS

- Scientists, technicians and laboratory workers of the HZDR – especially PhD students at the end of their studies, post-docs and young group leaders.
- Employees, who have no concrete ideas for innovations, but are interested in the topic of knowledge and technology transfer, can also participate – they will be integrated into the innovation teams that emerge in the course of the workshop.
- When selecting such participants, emphasis will be put on the interdisciplinarity of their professional background and work experience.
- The teams may consist of scientists, students, student assistants, innovation managers and/or external experts.

APPLICATION

- Please apply using the provided template: <https://www.hzdr.de/db/Cms?pOid=58047&pLang=en>.
- Please send the application to innovationswettbewerb@hzdr.de.
- The most important things to mention: name, motivation to participate, a short sketch of the idea.
- You can apply as an individual participant or as a team (in the workshop, a team of at least two people is formed for each individual participant).

SCHEDULE

- **15.06. 2023:** Kick-off Information Event: Detailed information on the contest
- **10.11. 2023:** Deadline for applications – applications to innovationswettbewerb@hzdr.de
- **Week 46/47/48:** Qualification of the participants in the HZDR Innovators School
- **05./06.12.2023:** Innovation Contest Days: Development of a pitch presentation with support from external mentoring and presentation in front of a jury of experts
- **23. January 2024:** Award of the winners at HZDR TRANSFER DAY
- **From the 1st quarter 2024:** Individual support by the innovation team

PITCH-WORKSHOP

- The heart of the contest is a workshop in which idea generators, with the support of mentors, develop a plan for the exploitation of their ideas = pitch presentation.
- Course of the workshop
 - Team building – a mentor is selected in advance for each team (approx. 15 min)
 - Elaboration of the exploitation plan in the form of a final presentation, using a provided template (approx. 5 h)
 - Presentations of the exploitation plans and evaluation by the jury (approx. 10 min per idea)

PREPARATION WORKSHOP

- Two-hour workshop in the run-up to the pitch workshops to convey basic knowledge on how an idea can be validated with regard to an application.
- Input on how to describe a research result in terms of a potential product or service (1x1 of exploitation planning).

JURY AND MENTORING TEAM

- The jury and the mentoring team consist of experienced transfer specialists of the HZDR and its partner organisations, e.g. HZDR Innovation GmbH, dresden|exists, High Tech-Startbahn, spin-off alumni.
- Mentors and jury members sign a non-disclosure agreement.

EVALUATION CRITERIA FOR THE EXPLOITATION PLANS / PRESENTATIONS

- Clear description of the following topics
 - Idea of the product or service
 - Demand and customer benefit
 - Unique selling propositions
 - Fields of application
 - Market potential
 - Competition
 - Property rights
 - Possible channels of transfer and exploitation
- Planning of further steps required to achieve marketability:
 - Work packages
 - Time
 - Resources

PRIZES

- Personal monetary rewards for the three best teams (1. €1.500, 2. €1.000, 3. €500).
- Possibility to obtain funding for the validation and further development of the idea.

Contact:

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