

Innovation Contest 2019

Date & time: **December 3/4, 2019, 9.00 – 17.00**
Place: Helmholtz-Zentrum Dresden-Rossendorf (HZDR)
Reading room, library (building 104)
Bautzner Landstr. 400, 01328 Dresden



Info sheet on the HZDR Innovation Contest

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 diversity 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=58048>
- 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

- **20.06.2019:** Info session **2.00 – 3.30 p.m. (114/202):** detailed information on the contest
- **01.10.2019:** Deadline for applications – applications to innovationswettbewerb@hzdr.de
- **05.-10.10.2019:** Pre-selection of high-potential ideas by the jury, based on the applications
- **Week 42:** Notifying of the participants
- **03./04.12.2019:** Workshop on the further development of the pre-selected ideas with the help of external mentors, 1-2 workshop days depending on the number of participants

- **February 2020:** Awards ceremony (HZDR-Preisverleihung)
- **From the 1st quarter 2020:** Coordination of further support and financing for the successful teams

WORKSHOP

- The workshop, where the inventors and other participants draw up an exploitation plan for their ideas with the help of external mentors, forms the core of the competition
- Course of the workshop
 - Training by external mentors: „1*1 of exploitation planning“ (approx. 1 h)
 - 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. 4 h)
 - Presentations of the exploitation plans and evaluation by the jury (approx. 10 min per idea)

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, engage, Dresden Exists, Ascenion, High Tech-Startbahn, GWT, Paul Consultants
- 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 – up to €200.000

NETWORKING EVENT AFTER THE WORKSHOP

- Drinks and snacks
- Keynote speech on a successful transfer example
- Networking with people interested in transfer

Contact:

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