



“Specialized Training for Intermediaries in the Dairy Value Chain”

CALL

**UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA “LUIGI
VANVITELLI”**

March 2022



Call “Specialized Training for Intermediaries in the Dairy Value Chain”

Submission deadline: 20 May 2022

Training begins: 27 May 2022

Venue: online and final session in presence

Università degli Studi della Campania “Luigi Vanvitelli”, lead beneficiary and coordinator of the European project “TRANSDAIRY”, is launching a regional **call for Specialized Training Sessions** aimed to foster and accelerate technology transfer of the dairy value chain (DVC).

Applicants must be entrepreneurs, researchers, PhD’s, innovators or technology transfer officers resident in Lebanon, Tunisia, Italy and Greece, participating or willing to participate in the process of commercializing research results and innovation projects of the DVC whilst duly protecting intellectual property rights.

The purpose of this specialized training is providing intense business knowledge on:

- Innovation management
- Commercialization
- Competitive analysis
- Business model
- IP and financing

Participants will be given the opportunity to learn how to formulate an action plan to transform inventions and innovations into a viable commercial project and get an overview of the technology transfer and patent commercialization process.

Challenges to address

The TRANSDAIRY Specialized Training Sessions aim at supporting commercialization of research focused on challenges such as:

- Challenges on the Supply & Farming level
- Challenges on the Processing level
- Challenges on the Quality Control level
- Challenges on the Packaging level
- Challenges on the levels of Storage & Distribution, Export, Marketing & Communication, etc.



Who Can Apply

Residents in Italy, Greece, Tunisia and Lebanon with this profile:

- PHD's students, alumni, researchers and innovators working on research projects in the Dairy, ICT, or Bio/Nano technologies industries, or;
- Human resources of Technology Transfer Offices and public authorities who are interested in commercializing their research and IP innovation projects, or;
- Individuals, or members of an R&D transfer department (or similar role) in a private entity, public utility, industries, hubs or similar bodies.
- Small entrepreneurs

Selection Criteria

50 applicants will be selected under the following criteria. Minimum score to be selected is 60 points.

Criteria	Score given
<ul style="list-style-type: none"> • Human resources in Technology Transfer Offices or in a R&D transfer department in a private entity, public office, industries, hubs or similar bodies; 	60
<ul style="list-style-type: none"> • PhD's, PhD students, alumni, researchers and innovators working on University research projects; 	60
<ul style="list-style-type: none"> • Any individual having an idea, innovation or research that combines innovation, sustainability and potential for commercialization. 	75
<ul style="list-style-type: none"> • Women, participants under 35 years old and workers/entrepreneurs in the Dairy Value Chain. 	75

Key Benefits and Opportunities

Selected participants will have access to several benefits and opportunities presented by the training:

- Access to the regional Specialized Training and opportunity to connect with key regional stakeholders.
- Receiving a set of business and development skills and know-how by top notch experts, including technical and practical guidance, developing a business model, developing market and commercialization strategies, learning about intellectual property, technology protection, technical applications in the Dairy Value Chain, funding opportunities, access to finance, risk assessment and access to risk capital.
- Learn to formulate an action plan to transform inventions into a growing business and get an overview of the technology transfer and patent commercialization process.
- Access to Transdairy Project opportunities and networking in the Mediterranean region.



TRANSDAIRY

- At the end of the training a 550,00 € voucher (total gross amount) will be granted to trainees with at least 75% of frequency attendance.
- Invitation to participate and benefit from the subsequent Transdairy activities for 2022 and 2023, which include: Cross Border Brokerage Events (matching innovators with innovation seekers on a regional level) & Call for cross-border spin-off establishment in the Dairy Value Chain with 10,000 € vouchers.

Training Timeline

Four modules will be held on Fridays, starting 27 May 2022. Training will conclude with a final session in presence.

MODULE 1 – Technology identification, protection and commercialization – 3 hours

- Business opportunity mapping
- Strategies of IP market commercialization of IP assets (TTO, Licensing, Joint Ventures, Startups)
- Management of IP rights: Integration of the right IP tools and legal strategy that correspond to the market commercialization option
- Overview of relevant case studies & best practices in the sector

MODULE 2 – Development of a business model – 3,5 hours

- Startup vs New Businesses: high technological leverage, scalability and growth potentiality
- Analyze the market landscape, define your target markets (TAM, SAM, SOM)
- Business Model Canvas
- Value Proposition Canvas
- Create the entry strategy and business model

MODULE 3 – Building financial projections – 3,5 hours

- New Venture Finance: Startup Funding for Entrepreneurs
- Why fundraising is subject to the territory you are in and nationality investors you are looking at
- Basics of Financials for new Entrepreneurs
- Key traction KPIs
- Financial Planning & Budget
- Fundraising Templates: Safe Financing Documents

MODULE 4 – Pitching – 3,5 hours

- Pitching your business and yourself
- Preparation of the pitch: Composition of a speech (BMC)
- Mind grabber
- Pitch templates & suggestions



FINAL SESSION- 2 hours

Opportunities for ICT and nano-biotech to be exploited in the DVC, discussion and final survey.

Application form available on the TRANSDAIRY Open Collaborative Platform (OPC). Kindly register to the OPC in this link: www.transdairy.net

After registration, click on ICT Platform and then, click in TRANSDAIRY ICT Living Lab Italy UCLV. Application form will be available therein.

Prof. Luigi Zeni

Coordinator

TRANSDAIRY Project

