

# Call for Application

**ENRICH your Research Commercialization Potential and Network**

## Entrepreneurial Skills Development Program (ESDP) for European Researchers

**19<sup>th</sup> – 24<sup>th</sup> March, 2020 - Philadelphia, PA, USA**

**A pilot service offered by ENRICH in the USA**

Rolling Application opens: 24<sup>th</sup> September 2019 | closes: **27<sup>th</sup> February 2020 – 23h59 CET**

The call for application will close once the candidate capacity of 20 is reached.

### **1. Services offered in this specific call**

Join us –Think Entrepreneurial, Increase your Research Impact

ENRICH in the USA is launching its first Entrepreneurial Skills Development Program (ESDP) for European researchers. We provide you the necessary skills and technical trainings to spark your entrepreneurial mindset and boost your research impact.

This call is open to early stage and mid-career researchers, based in the EU Member States or Horizon 2020 Associated Countries<sup>1</sup> (EU MS/AC), whose research has a high innovation potential and who aim to commercialize in the USA and beyond.

This service gives you the opportunity to:

- **Connect with US institutions, mentors, IP experts, and potential partners**
- **Identify and assess the commercial value of your research**
- **Understand technology transfer, IP-protection, licensing, and the research commercialization processes in the US innovation ecosystem**
- **Learn how to convert research discoveries into marketable products for the public and how to attract funding and sponsoring**

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<sup>1</sup> See [http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/3cpart/h2020-hi-list-ac\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf) . As of 01 January 2017, the following countries are associated to Horizon 2020: Iceland, Norway, Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia, Armenia.

- **Hear Lessons Learned from practical examples**
- **Practice negotiations**
- **Find a dedicated mentor for sustainable support on your career after the program**

We warmly welcome you to a productive week in Philadelphia, PA, USA, where the Entrepreneurial Skills Development Program will take place. Training on research commercialization aspects, technology transfer, licensing, patents, IP, skill-development and much more will be delivered to you by leading US experts in this field. During your stay you will have the chance to choose from 50+ professional training courses and workshops during the American Chemical Society's national meeting with 15,000+ attendees from around the world.

The fuel for your innovation career kick-off!

As the final highlight, ESDP and the American Chemical Society (ACS) are offering you a match-and-meet with highly engaged and experienced mentors. The mentoring program will help foster personal development through insider knowledge and best practices from senior managers (mentors). The ENRICH Mentees will be matched prior to the program to their ENRICH Mentors and you will meet them during the program.

#### **Tentative schedule 19<sup>th</sup> – 24<sup>th</sup> March 2020<sup>2</sup>:**

- **Wednesday evening: 18<sup>th</sup> March (Arrival), Philadelphia**
  - Casual first gathering (for those who have arrived yet)
- **Thursday: 19<sup>th</sup> March (Getting Started), Philadelphia**
  - Getting started
  - Info-Session: How to identify the commercial value of your research
  - Hands-on Training: Assessment of your research and its commercial value
- **Friday: 20<sup>th</sup> March (Technology Transfer), Philadelphia**
  - Info-Session: IP Protection and Licensing in the US ecosystem
  - Hands-on Training: Academic Technology Transfer Course
  - Exercise: Write your own Commercialization Strategy
- **Saturday: 21<sup>st</sup> March (Career Development), Philadelphia**
  - Info-Sessions: Lessons Learned from Practical Examples
    - Converting research discoveries into useful products for market
    - How to deal with Funding and Sponsoring
  - Hands-on Training: Negotiation and Marketing
  - Exercise

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<sup>2</sup> A more detailed agenda will be provided upon application acceptance. The final agenda will be released one week prior to the event.

- **Sunday: 22<sup>nd</sup> March (ACS National Meeting), Philadelphia**
  - Cultural Activity and Individual Meetings
- **Monday: 23<sup>rd</sup> March (ACS National Meeting), Philadelphia**
  - Attending ACS National Meeting (final program not yet available)
  - ACS-Welcome Reception in the Expo & Career Fair (incl. Hand-out of certificates)
- **Tuesday: 24<sup>th</sup> March**
  - ESDP Wrap-up and Feedback of participants
  - Individual meetings and attendance at ACS
  - ENRICH-session at ACS (optional, tbd)

### **Expected outcomes and impact per participant:**

Average per participant will:

- Receive 3 information-sessions on commercial value, technology transfer, IP, patents, career development, innovation and research etc.
- Get 3 training courses on academic technology transfer, commercialization strategy, negotiation and marketing
- Attend multiple workshops at the ACS National Meeting (if registered)
- Get connected to a dedicated mentor

## **2. Target Group of this Call**

ENRICH in the USA is looking for individual research actors from EU Member States or Associated Countries (EU MS/AC) whose research has a high innovation potential and who aim to investigate the possibilities of commercializing their research in the USA and beyond:

- Early-stage to mid-career researchers
- Researchers looking for commercialization opportunities
- Researchers not yet established in the US
- Research Focus on chemistry in a broader sense preferred

## **3. Eligibility Criteria**

In order to qualify for the provided service, applicants have to meet the following requirements:

- Applicant must be a tax payer in an EU MS/AC AND/OR be an EU MS/AC passport holder
- Applicant must be able to communicate (read and speak) in English;

## 4. Funding Principle

Funded by the European Commission, this call will support 20 participants for the Entrepreneurial Skills Development Program<sup>3</sup>. The Program is worth over 20.000 Euros. Trainings, info-sessions, venues, materials, guest speakers and meals during the program are covered and the reduced training fee is a total of 50€ only (to be paid by participants).

Participants have to cover their own flights to and from the United States, hotel accommodation as well as other costs not mentioned above (e.g. ESTA/VISA application costs, health insurance, dinners, ACS Registration, etc.)

Please note: Only one participant can be covered for the same organisation. Additional participants may attend, but must cover all costs by themselves.

## 5. Submission Procedure

All applicants must register and apply using the electronic submission tool F6S <https://www.f6s.com/esdp2020>. Applicants must fill in their basic information, mark the criteria checklist and complete all the sections of the application. In the F6S form, the applicant must register themselves and fill in general information, personal information (such as name, institution, organization type, contact details), and specific questions referring to the organization. All applicants must acknowledge that they are made aware that some costs have to be covered individually.

You will need to complete all required questions in the F6S application form before you are allowed to submit. This includes all uploads and attachments in the last section of the application form.

Required uploads/attachments include: [Short Pitch Deck](#)

Please follow the framework of the pitch deck outlined below:

1. Please follow this framework - 7 slides max.:

- Slide #1: Name research idea + The idea behind it: Summarize it in one sentence (max. 20 words).
- Slide #2: The Market Potential
  - Define the market/commercialization potential of your idea. What are you trying to innovate (product/ solution, market, societal problem, etc.)?
  - Are there any current solutions/ other ideas reaching towards the same goal?
- Slide #3: Future outlook
  - Define short-/ mid- and long-term developments regarding your research idea.

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<sup>3</sup> ENRICH in the USA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 733286.

- Show your timeline and milestones to date.
- Slide #4: Your struggle
  - Define the problems you are currently facing regarding future developments (e.g. licensing, IP protection, patents, commercialization strategies).
  - Define 3 questions you have regarding future developments.
- Slide #5: Ways to overcome your struggle
  - Define what kind of approaches/ tools/ etc. you think would help you in your current situation/ what are your current needs regarding your research idea?
  - Try to answer your 3 questions from the slide above.
- Slide #6: Why going abroad?
  - Explain why you seek to internationalize into the US eventually? Why internationalize? Why the US?
  - List 3 pros and 3 cons for that decision.
- Slide #7: Team & Contact info

Note that all application responses and pitch decks have to be submitted in English.

It is highly advised that applicants submit their application as soon as they can, as the maximum number of participants is 20, who will be selected via rolling application. If all spots are taken you may however be given the chance to be pre-selected for a following edition of the ESDP if you apply within the official submission deadline. ENRICH in the USA team members will assist with questions or portal issues for applicants.

## 6. Evaluation and Selection Procedure

The fundamental principles governing the evaluation of the applications are:

- Transparency: The process for selecting applicants will be clearly described and made available to any interested party.
- Fairness and Equality of treatment: All applications shall be treated alike, irrespective of where they originate or the identity of the applicants.
- Ethical and Legal considerations: Any application that contravenes ethical principles and legal regulations may be excluded from being evaluated and rejected at any time.

The evaluation process involves five steps:

**Step 1: Eligibility Check:** Will be done by the ENRICH in the USA staff following the criteria defined in section 4:

1. If they meet the respective eligibility criteria (outlined above)
2. If they meet the respective target group for this call (outlined above)

**Step 2:** Overall Impression: Once the eligibility check is conducted and complete, the pitch deck and the answers to the specific questions on F6S from eligible applications will be scored from 1 – 5 (5 being the highest score) by ENRICH in the USA staff.

**Step 3:** Pitch presentation via skype or go-to meeting: Candidates reaching at least 3 out of 5 scores in step 2 will be invited to present their pitch deck during a 20 minutes presentation (including 10 min Q&A) before a reviewing committee consisting of at least two experts in the field of EU-US innovation and commercialisation.

**Step 4:** Scoring: Presentations will be scored by the reviewing committee according to the following criteria.

Criteria:

1. Motivation
2. Knowledge and/or Skillset
3. Demonstrate first solution approaches
4. Long-term strategy and/or goals
5. Reasoned interest in the US ecosystem/market

All these five criteria will be scored from 1-5 (5 being the highest score).

**Step 5:** Final Selection and Admission: The first 20 candidates reaching a minimum of 15 out of 25 scores (scoring at least 3 out of 5 in each category) will win their spot in the ESDP. Candidates will be notified within max. 1 week after their presentation.

Please note: ENRICH in the USA is beholding the right to create a wait list of suitable candidates reaching the necessary scores of minimum 15.

### Time Schedule

Deadline	Step
September 2019	Call opens
Rolling application until 27 <sup>th</sup> February 2020	Submission of application and call closes
Max. 2 weeks after interview	Individual admission acceptance of candidates
19 <sup>th</sup> – 24 <sup>th</sup> March 2020	Entrepreneurial Skills Development Program

## 7. Contacts

For questions regarding the Entrepreneurial Skills Development Program, please contact:

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