A joint initiative between several centers to increase awareness and competence on innovation among PhDs and researchers
MAIN GOALS:
1. Create a culture for innovation
2. Strengthen the awareness and competence on innovation
3. Contribute to increased commercialization of research results

COURSES AND TRAINING
- Entrepreneurship
- Innovation in start-ups and large companies
- IPR and Asset Management
- Design Thinking

CULTURE FOR INNOVATION
- Innovation Lunches
- Teambuilding and Networking
- Pitching
- Tech Transfer Speed-dating
- Funding Opportunities
Background

The purpose of the Centers for Research-based Innovation (SFI) is to build up and strengthen Norwegian research groups that work in close collaboration with partners from innovative industry and innovative public enterprises. The challenge is to manage to show the innovative results from the researchers.

At AMOS they work systematic to combine teaching, research and commercialisation. In 2014 they established a programme for their phd’s called AMOS School of Innovation, where the focus is to grow the future inventors and entrepreneurs. Historically several companies have been established in the environment around AMOS; Marine Cybernetics (2003), Ecotone AS (2009), Norwegian Subsea AS (2014), Eelume AS (2015) og BlueEye Robotics AS (2015).

Next step was to invite other centers on board to increase the focus on innovation from NTNU and SINTEF directed to the ocean space. The leaders of four SFI's joined AMOS and established Ocean School of Innovation in collaboration with NTNU Oceans and NTNU Technology Transfer.

Norway is a “centre of gravity” within ocean space technology. Together with international and national companies and research partners, NTNU and SINTEF has been given center status for several leading research environments within ocean space technology. In the coming years hundreds of phd’s will perform excellent research at these centres. The challenge is to also excel in creating new products and solutions. In order to overcome this challenge, researchers will also need competence within innovation and entrepreneurship.

NTNU Technology Transfer AS (TTO) have been evaluating the commercial potential of university research projects for more than a decade. TTO specializes in project management of commercial innovation projects, IP protection, and creating value through spin-off companies. Ocean School of Innovation, is the joint initiative, setting the new standard for innovation and entrepreneurship within Centres for Research based Innovation.

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OCEAN SCHOOL OF INNOVATION
Members

«Centre for Autonomous Marine Operations and Systems – AMOS»
Senter for fremragende forskning (2013 – 2023)
Web: https://www.ntnu.edu/amos

«Sustainable Arctic Marine and Coastal Technology - SAMCoT»
Centre for Research-based Innovation (SFI)
Web: https://www.ntnu.edu/samcot

«Marine Operations - MOVE»
Centre for Research-based Innovation (SFI)
Web: https://www.ntnu.edu/web/move/sfi-move

«Exposed Aquaculture»
Centre for Research-based Innovation (SFI)
Web: http://exposedaquaculture.no/

«Smart Maritime»
Centre for Research-based Innovation (SFI)
Web: http://www.smartmaritime.no/

«NTNU Oceans»
Strategic Research Area at NTNU 2014-2023
https://www.ntnu.edu/oceans
Management

NTNU Technology Transfer (TTO) works on creating value out of research results and good ideas from the Norwegian University of Science and Technology (NTNU) and the Central Norway Regional Health Authority (Helse Midt-Norge). The aim is that these shall reach the market in the form of new products or services that benefit society.
Web: http://tto.ntnu.no/

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Activities 2016

Innovation lunches:
• The Story of Telcage with Oddbjørn Rødsten (08.09.16)
• Funding of start-ups with Inge Hovd Gangås, Sintef TTO and Venture (03.10.16)
• The Story of MemfoAct with Arne Lindbråthen and Gøril Forbord (postponed to 2017)

Seminars and courses:
- Technoport «Crack the Code» (02.03.16)
- Entrepreneurship – Perspectives from Silicon Valley with Prof Jack Fuchs (03.03.16)
- From Idea to Market with Innovation Norway (18.10.16)
- “PUBLISH OR PERISH – DEMO OR DIE” Design Thinking with Prof Martin Steinert (postponed to 2017)

Other activities:
- Kick off meeting with center leaders at TTO (09.09.16)
- Kick off meeting at AMOS with PhDs (18.08.16)
- Exposed: Seminar for Phd’s in Aquaculture at SeaLab (04.11.16)
- SAMCoT: TechTrans and IP-session at Valgrinda (23.11.16)
Activities 2016

In general there has been quite a high number of attendees at the events. At the two courses there has been 27 (Jack Fuchs) and 18 (From Idea to Market) the participants. The interest for the last course was low, and this is probably because of the timing in the middle of exams. One full day seminar and one lunch postponed to 2017. Between 15-45 participants at the Innovation Lunches.

Invitations to events has been distributed via e-mail both directly and through administrative personell in the centers. The center leaders has also been encouraged to motivate the phd’s to attend Ocean School of Innovation.

Ocean School of Innovation is on web: https://www.ntnu.edu/oceans/osi

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ENTREPRENEURSHIP
1-day PhD course - Oceans School of Innovation

PERSPECTIVES FROM SILICON VALLEY

3 March 2016, 09:30 – 16:00
Clarion Hotel and Congress
Brattøraia 1, 7010 Trondheim
Welcome to an exclusive course in ENTREPRENEURSHIP for PhDs

How does your work intersect with the world outside academia? In this course we encourage you as researchers to think creatively about this, and provide mechanisms for bringing your wealth of knowledge, creativity and insight to the people and organizations who need it the most.

This one-day course is held by Jack Fuchs, Consulting Associate Professor at Stanford University, and CFO in ForteBio, and will give you an introduction to a framework for testing entrepreneurial opportunities.

This is the first course in the series of several courses under Ocean School of Innovation (OSI). OSI addresses the nation’s vital need for engineers with both technical and entrepreneurial expertise, and the aim is to develop the PhDs innovation capabilities, trough lectures about the organization, development, and commercialization of technology-based innovation in existing firms; and the formation, development, and growth of technology-based new enterprises.

Course Objectives

› Applying a Silicon Valley framework for testing entrepreneurial opportunities
› Creating a Silicon Valley environment wherever you are
› Assessing an entrepreneurial career - identifying career opportunities

Agenda

› 09.30 - 10.00 Registration and coffee
› 10.00 - 12.00 Session I: Evaluating entrepreneurial opportunities; interactive discussion
› 12.00 - 13.00 Lunch and discussion
› 13.00 - 14.00 Session II: Fostering an entrepreneurial community - small companies, corporations, universities
› 14.00 - 15.30 Session III: Identifying the kind of entrepreneur you are and identifying career opportunities
› 15.30 - 16.00 Questions and discussion; Applying frameworks to opportunities

Pre-work

We kindly ask course participants to provide some information as preparation for the workshop. The information you submit will be used as the basis for workshop discussions. Pre-work is OPTIONAL, but we strongly recommend you do this in order to get the maximum benefit from the course. We acknowledge that you might not be able to answer all the questions, but fill in as much as you can.

All information is treated as confidential, and will be deleted after the course.

We ask you to kindly submit your responses by 25 February 2016.

Click here for registration >>
The seminar is held by
Professor Jack Fuchs

CFO, ForteBio
Consulting Associate Professor, Stanford University

Jack Fuchs is an entrepreneur, a lecturer, and an angel investor. His current positions include Board representation, advisor, and CFO responsibilities with IT, med-tech, and clean tech businesses.

From 2012 – 2013, he was CFO of NextBio, Inc., a big-data genomics company targeting personalized medicine, which was acquired by Illumina corporation in October 2013. From 2007 - 2012, Jack was CFO of ForteBio, Inc., a private life science technology company, which was successfully sold to Pall Corporation in March 2012. Previously, he has held leadership positions in Finance, Sales, Marketing, Product Management, and Business Development at a number of private companies, including IPWireless, a 120-person broadband wireless company that was successfully sold to a strategic buyer in 2007. He also sold LumiTrend, a leading wireless applications provider, to Asurion, a device insurance company.

Previously in his career, Jack held several senior positions with Becton Dickinson & Company including Vice President of e-Business, North American Business Leader, Vice President Worldwide Marketing, and Director of Corporate Planning. In addition, Jack was an Engagement Manager with McKinsey & Company, where his client focus was health care and wireless communications.

In addition to his entrepreneurial pursuits, Jack is a Lecturer in Entrepreneurship at Stanford University. Jack mentors entrepreneurs, serves on Boards of private companies, and acts as an angel investor. He holds an AB in Engineering Sciences with Honors from Dartmouth College magna cum laude and phi beta kappa, and he received his MBA from Stanford University as an Arjay Miller Scholar.
Welcome to this fall’s first Innovation lunch. A series of talks will be given during 2016 / 2017, aimed to inspire and educate on topics related to innovation and entrepreneurship.

Date: Sept. 8.
Time: 11:30 – 12:30
Location: Havrommet, Marintek (3rd floor), Otto Nielsens veg 10

THE STORY OF TELCAGE

The story of TelCage, is the story of a multinational and multicompany research project, which planted the seeds of a venture changing the way fishfarms are managed throughout the world.

The presentation will show how a technology push project managed to create a new market, and an industry need, resulting in a market pull for this new technology.

The TelCage project is also a great example of how the different funding opportunities available in the different stages of the project where utilized, and how the team was changed given the changing needs for competence.

The presentation will be given by Oddbjørn Rødsten, Former CTO of TelCage, Project Manager at NTNU TTO.
Ocean School of Innovation presents

FROM IDEA TO MARKET

The road from idea to market begins with letting the customers decide whether your idea is good or bad. In this session you will learn how to test and develop your business idea. You will also get information from Innovation Norway on how they can help you along the road.

BUSINESS MODELLING
How to make an easy sketch of your idea. This tool can be utilized to get a quick overview of the central elements in the business idea. It is easy to use, enables you to better visualize the concept, and possibly make you see opportunities for different potential business models.

LEAN START-UP
How to quickly test your idea on potential customers and collaborators to maximize your possibilities for success.

FINANCING
opportunities through Innovation Norway for testing and developing your idea.

Registration: siri.bye@ntnu.no. Limited space, access prioritized by registration date!
INNOVATION LUNCH

Welcome to a new Innovation lunch. A series of talks will be given during 2016/2017, aimed to inspire and educate on topics related to innovation and entrepreneurship.

Date: November 3rd 2016
Time: 11:30 – 12:30
Location: Auditorium T7, 3. etg, MarinTek, Otto Nielsens veg 10, Tyholt

RISK MITIGATION IN ENTREPRENEURIAL VENTURES

Going from having a bright idea to getting your main income from that idea requires a leap of faith, dedication and usually a lot of money. This lunch talk will introduce you to thinking about risk mitigation and the funding cycle for an early stage technology intensive start-up.

The presentation will be given by Inge Hovd Gangås, Investment Director in SINTEF TTO / SINTEF Venture. He has previously worked at two early stage technology start-ups, NTNU Technology Transfer, Investinor and most recently as CEO in MemfoACT AS and COO in Petrostreamz AS.
INNOVATION LUNCH

Welcome to a new Innovation lunch - this time located at Gløshaugen. A series of talks will be given during 2016/2017, aimed to inspire and educate on topics related to innovation and entrepreneurship.

Date: November 24th 2016
Time: 11:30 – 12:30
Location: Auditorium B1 Berg at NTNU Gløshaugen

BEHIND THE SCENES OF MemfoACT AS

This is a behind the scenes story of the rise and fall of MemfoACT, a spin off company from the Department of Chemical Engineering, from a researchers perspective. MemfoACT was established in 2008, three weeks before the financial crisis, of three researchers from NTNU together with NTNU Technology Transfer. The goal was to commercialize a new type of carbon membranes for gas separation. Unfortunately the company no longer exists, but the people behind it are exploring new adventures with a special kind of experience in their back packs.

The presentation will be given by Gøril Forbord, CEO MemfoACT from 2009 - 2011. Arne Lindbråthen, Dr. Ing, one of three founders of MemfoACT, first and last employee.
Ocean School of Innovation presents

PUBLISH OR PERISH – DEMO OR DIE

Having been Ass. Prof. (acting) at Stanford University and Deputy Director of the Center for Design Research (CDR) at Stanford, my job is to share some insights and lessons learned for Silicon Valley. Being first and foremost a researcher and supervisor of some 10 PhDs we will also tackle the thorny question of how to do innovation while you are supposed to do research (not the same thing). But first and foremost you will learn and appreciate (I hope) the power of prototyping and demo-ing.

We will spend the day at TrollLABS and besides cases, lecture snippets and practical parts (you will build and demo) I also intent to use the day to better understand and parse out the challenges for NTNU researches engaging in innovation activities. Bring some good spirit and any prototype you have along, and maybe have some time to hit the city after the BBQ-pølse-in-the-workshop event.