NTNU
Technology Transfer as

OCEAN SCHOOL OF INNOVATION

Intrapreneurship and Business Model Canvas

Half-day PhD course – exclusive to Ocean School of Innovation candidates

Date: March 7th 2017
Time: 12:00 – 16:00
Location: Clarion Hotel and Congress, Brattørkaia 1, 7010 Trondheim
Registration: siri.bye@ntnu.no

The course is linked with the Technoport 2017 conference "The Human Factor" March 8.-9. Tickets to the conference are available for Ocean School candidates upon request.

Please register for the event, and optional tickets to the Technoport 2017 conference by March 1st via e-mail to: siri.bye@ntnu.no.

INTERACTIVE WORKSHOP AND SPEACHES

12:00	Welcome
12:10	**Kristianne Ervik** talks about her PhD with a special focus on innovation work
12:45	**Frank Salzgeber, European Space Agency**, talks about how they work with innovation
13:15	Frank Salzgeber uses Business Model Canvas as a tool to understand commercialization
13:50	Break
14:10	**Per Sandberg, Statoil Research&Technology**, talks abot the value of competence on innovation as a researcher in a large corporation
14:45	Group session: Active work with Business Model Canvas led by Frank Salzgeber
15:45	Presentation of group results
16:00	End

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Frank Salzgeber is Head of the Technology Transfer Programme Office of the European Space Agency (ESA). He is chiefly responsible for dealing with businesses that contribute to the space program, and businesses that seek to adapt and build on the ESA's technology including technology start-ups.

Per Sandberg is Chief of Innovation, VP at Statoil. He recently returned after a sabbatical year where he lead secretariat of an Governmental Appointed Expert Commity on Green Competitiveness. For close to 20 year, Per has been in senior management at a variety of research intensive organisations, like Hydro and NFR.
Per Sandberg has a MSC in Chemical Engineering and a PhD on ethical issues of biotechnology from NTNU.

Kristianne Ervik has written her phd thesis on aesthetic innovation at Dept of Industrial Economy and Technology Management at NTNU - when thinking or sensing something new enables doing something new. Her focus is on small-scale changes and how almost all innovations once started as mere positive deviance. Something that is deemed positive by a few, is often a deviance to be avoided by many others. Competency in innovation is as much a question of morality, as of ability. Kristianne aims to bring forth an academic content with a combination of humour and gravity, and is, on a good day, able to engage, provoke or at least entertain the audience.

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