

Ocean School of Innovation presents

## "PUBLISH OR PERISH – DEMO OR DIE"

Having been Ass. Prof. at Stanford University and Deputy Director of the Center for Design Research (CDR) at Stanford, Professor Martin Steinert will share some insights and lessons learned for Silicon Valley. Being first and foremost a researcher and supervisor of some 10 PhDs he 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 the power of prototyping and *demo-ing*.

We will spend the day at **TrollLABS** at Gløshaugen and besides cases, lecture snippets and practical parts - **you will build and demo**. *Bring some good spirit and welcome to join the BBQ-pølse-in-the-workshop event.*

**Registration: [siri.bye@ntnu.no](mailto:siri.bye@ntnu.no). Limited space, access prioritized by registration date!**



Martin Steinert, PhD  
Professor - Engineering  
Design and Innovation



## OCEAN SCHOOL OF INNOVATION

### PUBLISH OR PERISH - DEMO OR DIE

Friday 17th of February  
09.15-15.30 - TrollLABbing  
15.30-16.30 – BBQ in workshop

NTNU TrollLABS  
Verkstedtekniske Laboratorier  
Gløshaugen  
Richard Birkelandsvei 2B  
Trondheim

<http://www.trolllabs.com/>

For questions, contact:  
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