

Innovation Crash Course

1-day course for PhDs & postdocs

The course is linked with the Technoport 2018 “Deep Tech” conference, focusing on research driven innovation.

Register for the course and optional Technoport Tickets by the 12th of February, by using this link:

[REGISTER HERE](#)

Disciplined Entrepreneurship as a tool for innovation and impact

27th of February 2018, 08:30– 17:00
Clarion Hotel & Congress, Brattørkaia1, 7010 Trondheim

Questions?
Contact Siri Bye Johansen, email: Siri.bye@ntnu.no

Welcome to an exclusive Innovation Crash Course for PhDs and postdocs!

Understanding who your customer is and what exactly it is you can do for them is a valuable skill in most R&D work. This course introduces the Disciplined Entrepreneurship framework as a tool you can use to enhance these skills, and in return become both more innovative and better at ensuring your research has the desired impact.

This course will be hands on and interactive, and held by Trish Cotter, from the Martin Trust Center for MIT Entrepreneurship and Director of MITs accelerator delta V.

Key learning objectives

- Better understanding of market segmentation, beachhead market and primary market research
- How to develop a good value proposition
- Using an entrepreneurial mindset to further innovation

Optional suggested reading

- Constable, Giff; [*Talking to Humans – Success starts with understanding your customers*](#)

Please sign up before February 12th by using [THIS link](#)

Agenda

Tuesday 27th of February

08:00 – 08:30	Registration and coffee
08:30 – 09:15	Welcome, Overview & What is Disciplined Entrepreneurship?
09:15 – 10:15	Overview of Disciplined Entrepreneurship in Action
10:15 – 10:30	Break
10:30 – 12:00	Who Is Your Customer? <i>Market Segmentation and Beachhead Market</i>
12:00 – 12:45	Lunch and exercise break
12:45 – 13:15	Doing Good Primary Market Research
13:15 – 14:45	What Can You Do for Your Customer? <i>Value proposition</i>
14:45 – 15:00	Break
15:00 – 16.15	What is Your Core?
16:15 – 16.45	Review and Wrap Up of the Day

The course is held by Trish Cotter, Massachusetts Institute of Technology (MIT)



ASSOCIATE MANAGING DIRECTOR MIT ENTREPRENEURSHIP
Trish Cotter is also an Entrepreneur-in-Residence at MIT, Director of the MIT startup accelerator delta v and a lecturer on Entrepreneurship at the MIT Sloan School of Management.

Prior to MIT, Trish was an executive at IBM, Netezza and Sun microsystems. She has an extensive business and engineering background, holds degrees from Boston College, Harvard Business School and a doctorate in work-based learning from the University of Pennsylvania.