FACHHOCHSCHULE
WIENER NEUSTADT
University of Applied Sciences – Austria

SCIENCEPRENEURSHIP EDUCATION BY TECNET

Course description

Tecnet's Sciencepreneurship Education Programme aims to introduce researchers and scientific staff to the relevant topics of entrepreneurship, knowledge and technology transfer and innovation management and is aimed at researchers who want to deal with the **exploitation and valorisation of their research results.**
The programme is divided into the following thematic modules:
- Impact-Driven Sciencepreneurship Mindset & Idea Generation
- From idea to implementation: communication & transfer strategies
- Protection and financing strategy
Each thematic module consists of 2 workshops (max. 4 hours/workshop).

Methods

The workshops are interactive and include **peer learning** elements. Participants can come from different scientific disciplines, as **interdisciplinarity** is an important success factor for innovative problem solving. **Peer learning** is **at the centre** of all workshops!

Target group

FHWN and FOTEC staff, FHWN lecturers

Course Objectives

See the following pages

Course Content

See the following pages

Dates

1. Impact-Journey: Wed, Oct. 22nd, 2025, 09:30 – 13:30 hrs
2. Creative Science: Methods for Innovative Ideas: Thu, Nov. 6th, 2025, 09:30 – 13:30 hrs
3. Science Communication - Formulating Research in an Understandable Way: Tue, Nov. 18th, 2025, 09:30 – 13:30 hrs
4. From Lab to Market: Transfer-strategies for Researchers: Tue, Jan. 20th, 2026, 09:30 – 13:30 hrs
5. IP & Patent Protection: Thu, Feb. 26th, 2026, 09:30 – 13:30 hrs
6. Financing strategies: Do, 26.3.2026, 09:30 – 13:30 hrs

Place

In Presence – location to be communicated for each workshop separately

Number of Participants

6-15 / workshop

Language

German (English as required)

Cost

The course is free of charge for FHWN and FOTEC employees and FHWN lecturers.

The course offer is organised by r2v next. The r2v next programme is funded by IBW/EFRE. Further information on the IBW/EFRE & JTF programme can be found at www.efre.gv.at.

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Course lecturers

As part of the ERDF-funded research-to-value next project (more information at www.efre.gv.at), the tecnet equity technology transfer team supports researchers in transforming their ideas and research results into social and economic added value. In individual coaching sessions, practical workshops and targeted training sessions, we sensitise researchers to the potential of scientific findings beyond publication at an early stage. The aim of the *Sciencepreneurship*-series is to communicate key aspects of knowledge valorisation in an understandable and low-threshold way.

Dr. Thilo Schmalz
As Technology Transfer Manager, Thilo Schmalz is responsible for implementing new technologies on the market. In addition to evaluating patents and checking their marketability, he also negotiates licence agreements with industrial partners. He studied geophysics at the University of Cologne, obtained his doctorate at the Technical University of Darmstadt and also completed courses in business administration and intellectual property rights at the distance learning university in Hagen. He gained professional experience as a project assistant at the Vienna University of Technology and at the BOKU research service in Vienna.

Mag. Leo Capari
Leo Capari provides support as a technology transfer manager with expertise in the field of sustainability-oriented research. He studied biology at the University of Vienna and also completed a degree-course in innovation management in Linz. Previously, he worked for over eight years as a research assistant at the Institute for Technology Assessment at the Austrian Academy of Sciences - including in the Foresight and Technology Assessment project for the Austrian Parliament - and at the Medical University of Vienna, focussing on climate change, health and urban green infrastructure.

DI Sophie Egger, BSc
Sophie Egger is a technology transfer manager specialising in healthcare technologies and product development. She studied Biomedical Engineering at Graz University of Technology and worked as a development engineer at Erba Technologies Austria, where she co-developed microfluidic systems, electrochemical sensors and consumables for analysers and took on project responsibility. She gained further professional experience at NXP Semiconductors in the areas of product customisation and secret key management.

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Course Objectives and Content

Module I 'Impact-Driven Sciencepreneurship Mindset & Idea Generation'

Innovative ideas do not usually arise by chance, but through targeted reflection on the social and economic impact of scientific research. In this module, participants are slowly introduced to the sciencepreneurship mindset and learn to recognise the potential in their research and apply methods for generating ideas.

Workshop *tecnet Impact-Journey*

Objectives
Creating awareness of the social, economic and academic impact of one's own research and awakening the impact-driven sciencepreneurship mindset.

Why is that relevant?
Raising awareness of the impact of scientific work at an early stage helps researchers to recognise potential applications and impact dimensions at an early stage and to strategically develop them further in a targeted manner.

Workshop Content
- Reference to Sustainable Development Goals (SDGs)
- Introduction to various impact dimensions and strategies
- Identification of your own socio-economic research impact

Workshop *tecnet Creative Science: Methods for Innovative Ideas*

Objectives
Teach methods for brainstorming and creative problem solving in order to translate research into innovative applications.

Why is that relevant?
Innovative approaches help researchers to adopt new perspectives and develop solutions to complex challenges.

Workshop Content
- Creativity techniques
- Innovation processes
- Interactive Innovation Challenge

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Module II 'From idea to implementation: communication & transfer strategies'

A good idea alone is not enough - the successful transfer of scientific findings depends heavily on effective communication and strategic implementation. In this module, participants learn how to present their research in a way that is appropriate for the target group, recognise transfer opportunities and take the first steps towards successful implementation. In addition to scientific and public communication, the focus is also on communication with potential partners and stakeholders.

Workshop 3. *Science Communication - Formulating Research in an Understandable Way*

Objectives
Present your own research in an understandable and target group-orientated way.

Why is that relevant?
Clear communication is the basis for successful transfer activities, be it for start-ups, financing or co-operations. Those who can communicate complex ideas convincingly increase the chances of realisation.

Workshop Content
- Target group analysis
- Storytelling
- Presentation techniques

Workshop *From Lab to Market: Transfer-strategies for Researchers*

Objectives
Structured development of valorisation paths for own research.

Why is that relevant?
Researchers need a practical tool to iteratively develop their transfer strategies and identify suitable valorisation paths.

Workshop Content
- Identification of relevant transfer strategies
- Introduction to the WTT Impact Canvas
- Application to own research project

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Module III ‚Protection and Finance Strategy'

Legal and financial aspects play a decisive role when research results are to be transferred into concrete applications. This module teaches the basics of property rights and financing options in order to successfully put innovations into practice.

Workshop *IP & Patent Protection*

Objectives
Understanding the basics of intellectual property rights (IPR) and patent searches.

Why is that relevant?
Exploitable research results should be optimally protected. A solid IP strategy is also a decisive factor for investors, as it provides certainty about the innovative strength of a project.

Workshop Content
- Basics of IP protection (patents, trade marks, copyrights)
- IP Strategy
- Patent research

Workshop *Financing Strategies*

Objectives
Researchers learn what is important in spin-off financing and how to present themselves successfully to investors.

Why is that relevant?
A well thought-out financing strategy is crucial for the success of a spin-off. Investors attach great importance to IP protection, clear business models and scalable concepts.

Workshop Content
- Overview of financing strategies
- Basics of investor negotiations & term sheets
- Storytelling & investor pitching: How to convince investors

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