

## 12 Webinars:

<https://www.ict2b.net/servlet/is/100109/>

### 3.2 Use and dissemination of foreground

A plan for use and dissemination of foreground (including socio-economic impact and target groups for the results of the research) shall be established at the end of the project. It should, where appropriate, be an update of the initial plan in Annex I for use and dissemination of foreground and be consistent with the report on societal implications on the use and dissemination of foreground (section 4.3 – H).

The plan should consist of:

- Section A

This section should describe the dissemination measures, including any scientific publications relating to foreground. Its content will be made available in the public domain thus demonstrating the added-value and positive impact of the project on the European Union.

- Section B

This section should specify the exploitable foreground and provide the plans for exploitation. All these data can be public or confidential; the report must clearly mark non-publishable (confidential) parts that will be treated as such by the Commission. Information under Section B that is not marked as confidential **will be made available in the public domain** thus demonstrating the added-value and positive impact of the project on the European Union.

### 3.3 In that sense synergies are defined by the following activities:

- We have participated in 2 coordination meetings of the EU HUB projects:  
17/2/2014 and 18/3/2014
- We invited partners of the other projects to participate in the open events we have planned

- The major involvement of another project is the participation of the iLink project in the second event in which investment plans will be prepared based all the previous project process. iLink representative will make an intense IPR protection “legal clinic” within the event.

### **3.4 Sustainability**

Here we describe how the good spirit of ICT2B can used to further nurture industry cooperation

### **3.5 We identified different areas where ICT2B can be very productive:**

Customer experience

ICT2Business helps you to learn more about future customers and markets, companies can meet young talents who shape the world of tomorrow. You can get in contact with potential customers / start-up companies. Sponsors can be the first who discuss new business models and technologies. We believe this will be an inspiration for own business development and enhance corporate reputation. On the other hand, excellent young researchers will have contact with interesting companies / “community of sponsors”.

### **3.6 Recruiting**

Better employer branding, real life projects and contact with young talents. This can useful in R&D, Product Development, Innovation Management and Sales.

### **3.7 How can companies benefit from ICT2Business?**

ICT2Business is more than an event, it must become a platform, you can build up a network of talents: mentoring for participants. Companies should invite participants to take part in their programs, e.g. talent-pool, joint innovations, incubators, social media platforms. Concrete suggestions for co-operation.

### **3.8 Revenue streams**

Participant fees (especially from funded researches)

### **3.9 Company Sponsors**

Conference hotel might sponsor business students

### **3.10 Regional Economic Development Agency**

The willingness of the regional economic development agency to co-sponsor will determine the location.

Based on personal contacts we are considering to inquire whether the regional economic development agencies in Karlsruhe, Mannheim, Luxembourg, Potsdam or Berlin would be willing to sponsor ICT2B first event and Chalcidice/Thessaloniki for the second event in 2016.

### **3.11 Procedural lessons learned**

- The location of the events has to offer a relaxing atmosphere effectively combined with the necessary conditions for intensive work.
- The marketing and of the events should start as early as possible and should use social media extensively.
- Team-building processes must combine a level of structured reasoning (e.g. like-minded skill-sets, age, interests, etc.) with an equal focus of subjective and spontaneous team-formation by the participants themselves.
- The events should allow participants to witness real success stories from recent start-ups. Mix participants with people who have recently created a start-up
- Available time for establishing an idea should be longer, as well as time for mentoring and coaching.
- We need to provide time for rehearsing of pitching, before a team goes to pitch in front of a panel.
- Feedback after pitching would be better if given in written form. More time allowance for pitching sessions is required to allow for this.
- The program should not be too compact and allow for time to be spent in thinking alternative ideas.
- Meals should be offered within the meeting venue to allow for continuous networking and idea exchange.
- Detailed added-value should be described up-front for all stakeholders.

- Mentoring process should be made more clear to the participants in terms of inputs required and expected benefits
- IP protection issues should be addressed from the beginning in a concrete and clear way.