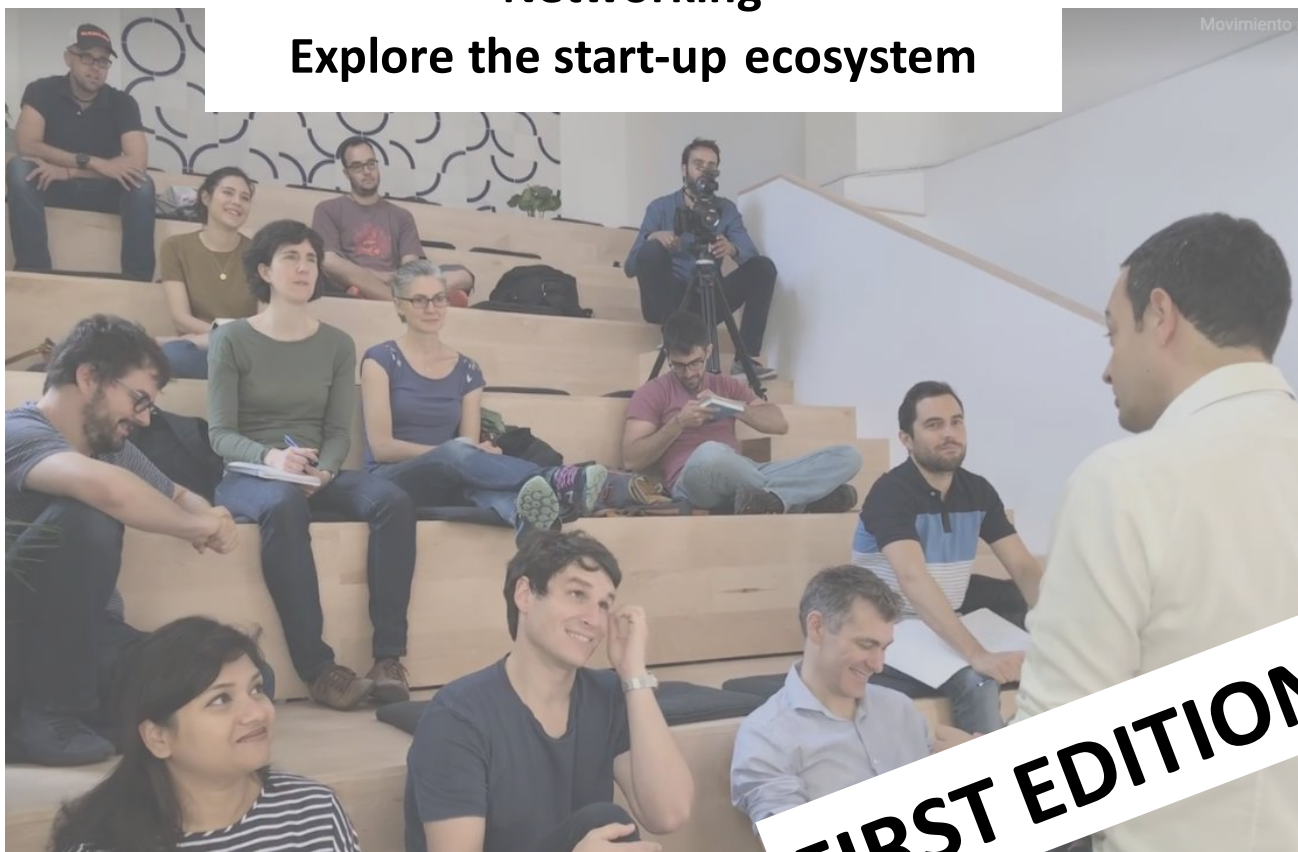


# Innovation Journey



**Entrepreneurship**  
**Seminars and workshops**  
**Networking**  
**Explore the start-up ecosystem**



**FIRST EDITION**



**Barcelona  
Supercomputing  
Center**

*Centro Nacional de Supercomputación*

What to expect.....	3
Goals .....	3
Structure .....	3
Format .....	4
First edition program.....	5
Experience facilitators.....	6

The Innovation Journey is a practical program that enables researchers from the BSC to unleash their inner entrepreneur. The program is designed to empower innovators and give them the tools to take their technology into market.

This six session-long program offers entrepreneurship training through interactive workshops and experiences as well as mentorship and guidance from established entrepreneurs through a rigorous curriculum.

## What to expect

- **Exposure** to a cross-section of ideas within a tight-knit cohort of researchers
- **Immersion** in the start-up/spin-off ecosystem
- **Exploration** of different business models that empower technologies
- **Understanding** product market fit and how to anticipate market needs
- **Connections** to key players in the tech ecosystem
- **Empowerment** around the process of creating a company from scratch
- **Follow through** on how to create a great licence agreement and sustainable go-to market strategy

## Goals

The main goal of the Innovation Journey is to instil scientists with the entrepreneurial mindset and give them the tools and knowledge to take their tech to market.

Each cohort will be made up of a select group of scientists who possess an entrepreneurial attitude representing different departments throughout BSC.

The program will be a mix of theoretical lectures and interactive workshops and excursions. In every session, we will be getting out of the lab to visit real companies and key players in the ecosystem: researchers, entrepreneurs and investors.

This innovative curriculum will simulate a real go to market journey over 6-steps. Our experts will guide participants through the theory behind each step to ensure a deep understanding of the main concepts and processes.

## Structure

### Out of the Comfort Zone

Each cohort will be made up of researchers from different departments who possess an entrepreneurial attitude. By taking each participant out of their comfort zone we are fostering a strong group dynamic while exposing them to new ideas and ways of thinking from their peers.

### Learning by Doing

The Innovation Journey represents a safe space where it is ok to test new ideas and to fail without significant consequences. In this environment, the participants will be guided through the 6-steps of

the journey and be able to test out major concepts before taking them to market. The key here is to take concept out of the theoretical and into the practical where researchers will be asked to experiment and iterate.

### Building a Network

Participants will have the chance to meet leaders behind successful companies in the startup and spinoff ecosystem. They will learn from the journeys of others, get advice on their ideas, and form key connections with researchers, entrepreneurs, and investors who could help them when they are ready to take their technology to market.

### Getting out of the Lab

You cannot teach entrepreneurship in a textbook, you have to get out of the building and meet real people and customers. We will be taking field trips to real companies throughout the program to see each of the 6-steps in action and gain insights on how it works in the real world.

## Format

The Innovation Journey is a six-session program taking place over three months. Each session is mandatory and follows a similar format as outlined below.

### 9:30 AM to 1:00 PM

This is where the key topics of the day will be introduced. We'll dive into the theoretical side and explain the core concepts to provide context to the rest of the day's activities. These executive seminars will be lead by internal facilitators and invited guest experts.

### 1:00 PM to 2:30 PM

Time for lunch and networking with the Innovation Journey community. This is a time to get to know the others in the cohort and to continue conversations with the invited guests. We will encourage participants to share their projects and knowledge and facilitate more understanding around other departments and colleagues' experiences.

### 2:30 PM to 3:00 PM

Time to get out of the lab! Each session we will be commuting to a new industry visit to see ideas come to life in practical ways.

### 3:00 pm to 5:00pm

Every idea sounds good on paper, but how will it work in the real world? To see ideas in action we will be visiting startup offices to learn how they organize and structure they daily operations. Each visit will be selected to complement the theoretical concepts that were learned earlier in the day. The afternoon session will provide a dynamic learning experience that is highly immersive and offers real case studies from key players in the spinoff and startup Ecosystem. Participants will have the chance to ask questions and learn from real world examples.

## First edition program



### 1st session – The idea (09/04/2018)

- Validating your Idea - Christina Hug, The Makers Nation
- Lean thinking and prototyping workshop - Josep Lluís Sanchez Brugarola, Protoplay
- Visit: Betahaus coworking



### 2nd session - From idea to the market (23/04/2018)

- How to Identify your target market
- Workshop in Business Model Canvas - Ryan Clott and Jordi Valls
- Visit: Adsmurai



### 3th session – How to approach the market (07/05/2018)

- Entrepreneurs learnings - Ignasi Aliguer and Cristian de Santos, founders of SAALG GEOMECHANICS  
The experience of setting up an Spin-off and selling it Marc Almendros, founder of Signadyne
- How to licence and value technology - Alejandro Griffith, RCD
- Visit: Typeform



### 4th session - Fundraising (18/05/2018)

- Funding strategies: Public funding vs Private funding and Company valuation – Ricard Garriga
- Visit: Pier01 – Barcelona Tech City



### 5th session – The pitch (04/06/2018)

- How to Pitch - Mathieu Carezzo, inversor/IESE
- Workshop in pitching – Gina & Ricard
- Visit: HP



### 6th session – Closing ceremony (18/06/2018)

- The Spin-off journey in BSC – Àlex Martí, founder of MITIGA Solutions and Anna Escoda, Technology Transfer Manager
- Recap – Gina & Ricard
- OPEN CLOSING CEREMONY
  - The story of NNERGIX - Ramon Molera, founder
  - Diplomas and awards

## Experience facilitators

### Ricard Garriga



Ricard Garriga is passionate about start-ups, investment and talent attraction. With 12+ years in the entrepreneurship ecosystem, at university doing fundraising, in Barcelona City Council in the 22@Barcelona district as San Francisco representative from startup ecosystem, then as head of strategy in a Silicon Valley start-up and founding the first 'start-up decelerator' with its own venture capital.

Ricard is the co-founder at Menorca Millennials Decelerator and Torret Road Capital a company with 28 successful entrepreneurs as founding partners with the main goal to discover and deeply analyze great deal flow to invest. He's actually EIR at InnoCells, Banc de Sabadell. He was previously the head of startup strategy at YouNoodle in San Francisco where he managed projects to discover young companies to corporations and programs to attract talent to different regions. He also worked for the 22@Barcelona City Council applying government policies to attract talent to the city. Before that he was the head of the entrepreneurship center at La Salle Technova, helping to fundraise startup companies up to Series A.

He holds a Telecom. engineering degree, an MBA at La Salle and Executive Education at Haas School of Business - UC Berkeley.

### Gina Vidal



Gina Vidal Passionate about people development and entrepreneurship with 13+ years experience in the tech entrepreneurial industry, leading people and international teams to success. A true believer in People as the key of any business fortune, she is now focused on helping organizations create its own unique culture and the best employee experience in order to improve productivity and profit. She facilitates Human Growth inside Startups and corporations, as well as coaching individuals.

Some of the most recent experiences facilitating change and growth have taken place on organizations such as E2Talent (Innoenergy) where running Human Due Diligence processes of different Startups. Basetis where developing a new organizational design of an IT services company - 200employees- to get rid of hierarchy, based on a "Teal Model" (Frederic Laloux – Reinventing Organizations theory). Defining the International. Fira de Barcelona, defining the International Strategy of the Corporation.

She was the founder at Talentians, the first collaborative recruitment network which helps employers find new talent through referrals. Prior to found Talentians she was Motive Television's Managing Director, a start-up on the media field that was acquired by a company listed on the London's AIM stock market. Before the Motive TV experience she was the Head of Entrepreneurship at La Salle Technova helping startups on fundraising up to Series A.

Gina's toolbox: Co-Active Coach at CTI, Systemic Facilitation at Arise, MBA at the Manhattan College NYC, Telecom Engineering degree at La Salle