

Science is  
not fiction

Connecting entrepreneurial and scientific  
talent to create disruptive startups

## Train the Trainers 2021

# Helping transfer managers to reach the market

19-20 October

A programme of:



## This document give the Answers to Frequent Questions

about The Collider TRAIN THE TRAINERS LLP 2021 seminar

### More information:

#### **OFICIAL WEB PAGE:**

<https://thecollider.tech/train-the-trainers/>

#### **APPLICATION FORM:**

<https://thecollider.tech/application-train-the-trainers2021/>

E-mail Enquiry: **[train-the-trainers@thecollider.tech](mailto:train-the-trainers@thecollider.tech)**

## The 10 most usual questions about “Train the Trainers LLP”

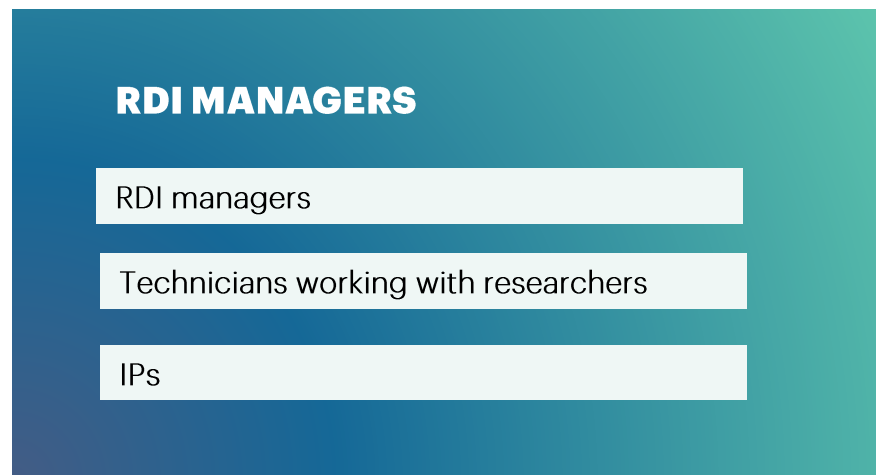
- 1 – What are the **targets and goals** of the seminar?
- 2 – Has it any **cost**?
- 3 – Who are the **instructors**?
- 4 – It is virtual or **face to face**? In which **language**?
- 5 – How long does it last? Which **certification** will we get?
- 6 – What is the **Lean LaunchPad (LLP) methodology**?
- 7 – Which is the **Syllabus**?
- 8 – Why is **interesting**?
- 9 – Is previous **preparation** needed?
- 10– How to **register**?



# 1. What are the targets and goals of the seminar?

## Aimed at RDI managers who will advise researchers and research groups

A seminar for managers and technicians of research, innovation and creation of companies with a scientific or technological base within the organizations of the research and innovation ecosystem.



Application of Customer Discovery bases in the investigators and research groups consultings, linked to their corresponding organizations, contributed to the viability of transfer initiatives and projects.



## 2. Has it any cost?

### **This seminar is 100% subsidized**

This seminar is free, does not involve expenses for the professionals who benefit from it, neither for the precedents organizations.

The Collider Train the Trainers LLP is an initiative of the MWCapital Foundation that has the support of *Departament d'Empresa i Treball of Generalitat de Catalunya* and with the collaboration of *Xarxa d'Emprenedoria Universitaria (XEU)* and *I-CERCA*.

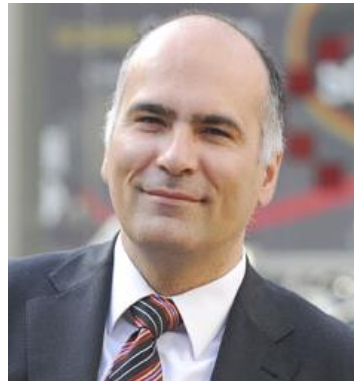
The meals and lunches of the breaks of the two days seminar, are also assumed by the organisers of the seminar.

### 3. Who are the instructors?

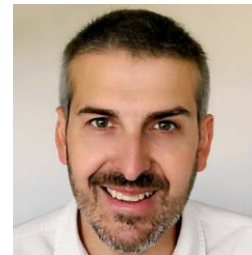
**Professor Engel is the lead instructor, who is the director of I-Corps of NSF.**



Seminar led by Professor Jerome S. Engel, Assistant at UC Berkeley's Haas School of Business, executive director and founder of Lester Center of Innovation and Entrepreneurship and director of [I-Corps™ of National Science Foundation \(NSF\)](#) of EEUU.. World expert in the [Lean LaunchPad \(LLP\) methodology](#).



El Dr. Josep Miquel Piqué, executive chairman of La Salle-Technova (URL), XVII president of Global Network of Science and Technology Parks (IASP), expert of DG REGION of the European Commission, Specialists on Innovation and Competitiveness Policies of the United Nations Commission for Europe member, who has published papers and teach conferences and advice different governments in innovation ecosystem topics. Lead Instructor LLP Expert.



Javier de la Ossa is the acceleration director of Ship2B Foundation and founder of different enterprises and initiatives. He worked in EmprenededorXXI in "La Caixa Capital Risk". Lead Instructor LLP Expert.

## 4. It is virtual or face to face? In which language?

### Face-to-face seminar, taught and developed in English

If no changes attributable to the Covid-19 pandemic are indicated, this training will be face to face in Barcelona on October 19 and 20, 2021.

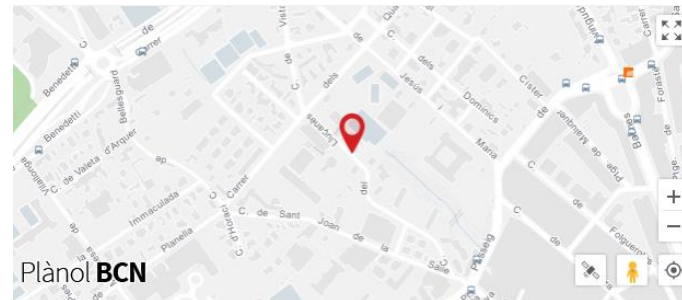
### Where will it be taught?

#### Barcelona

La Salle URL - Sala de Congressos

Lluçanès, 41 , 08022 Barcelona

<https://goo.gl/maps/SDR99pzBsRsQGf59A>



This seminar will be taught in English, and ask for lectures, watch videos and active participation of participants in various group activities and interventions.

## 5. How long does it last? Which certification would you obtained?

### LLP certification for 16h of training

The duration of the seminar is 16 hours, given on October 19 and 20, 2021.

The certificate of achievement grants the necessary competencies for the development of programs for the valorisation of technological and innovative projects linked to research institutions.

**LLP**  
Certification

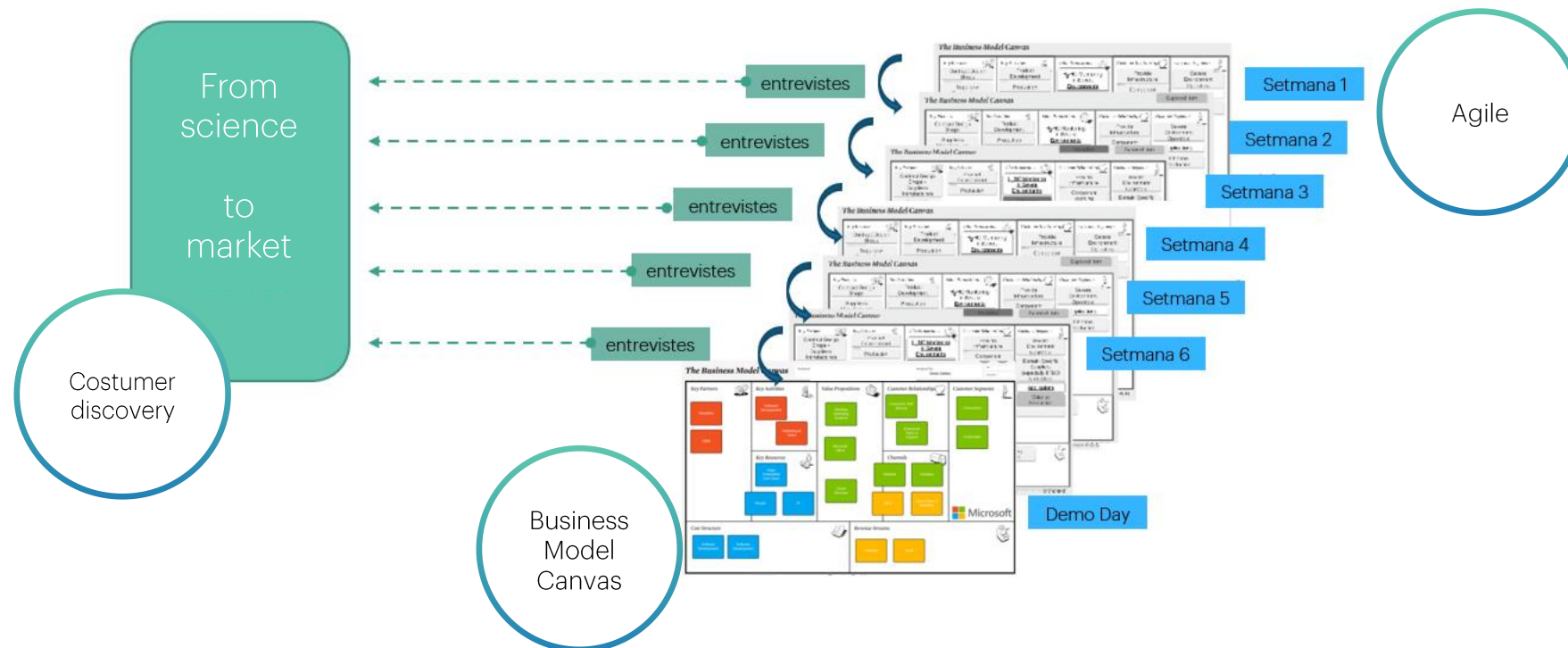




## 6. What is the Lean LaunchPad (LLP) methodology?

A scientific method of business creation, based on contacts with industry and iterations of business models.

LLP (Steve Blank, 2015) is an internationally tested experimental business creation methodology to promote contact with industry representatives and potential costumers, and work on market validations.



## 7. Which is the Syllabus?

9 short modules, with panels and discussion groups on October 19 and 20, 2021.

**19/10** - 10 to 18h

9:00 – 10:00	<b>Registration &amp; Networking</b>
<b>MODULE 1</b>	<b>How we got here</b>
10:00 – 11:00	<b>Lecture: Evidence-based Entrepreneurship</b> - The Story of the Lean LaunchPad
11:00 – 11:15	<b>Discussion: Prior Experience</b> and your current challenge. Commercializing academic research and entrepreneurship
11:15 - 11:30	<b>Break and Activity</b> (Mapping out prior teaching experience with LLP and the nature of opportunities that are represented in the student population).
<b>MODULE 2</b>	<b>Teaching Lean LaunchPad using the Business Model Canvas and Customer Discovery [1]</b>
11:30 – 1:30 pm	<b>Lecture: Business Model Canvas (BMC) Use and Pedagogy</b> - The Right Side: Customers, Value Propositions, Product-Market Fit, MVP & Revenue models.
1:30 – 2:30	<b>Lunch and Discussion Groups</b>
2:30 – 3:00	<b>Discussion:</b> Group reports and key ideas
<b>MODULE 3</b>	<b>The Student Experience</b>
3:00 – 4:00	<b>Student Panel: Experiencing LLP</b> - The impact of LLP for students, researchers, start-ups. - Overcoming major performance hurdles and keeping up with the workload - What happens after LLP -
4:00 – 4:15	<b>Break</b>
<b>MODULE 4</b>	<b>Teaching Lean LaunchPad using the Business Model Canvas and Customer Discovery [2]</b>
4:15 – 5:30	<b>Lecture: BMC Use and Pedagogy</b> - The Left Side: Resources and Cost models
5:30 - 6:00	Summary, Build Agenda for Day 2 and Close followed by casual networking conversation among the participants

**20/10** - 10 to 18h

9:00 - 10:00	<b>Coffee, networking</b>
<b>MODULE 5</b>	<b>Teaching Customer and Business Model Discovery</b>
10:15 - 11:00	<b>Lecture: Lean LaunchPad Pedagogy [1] – key design components</b> - OUT OF THE CLASSROOM: Extreme experiential immersion - IN THE "CLASSROOM": Reflective Teaching, the Flipped Classroom, Teaching my Reflection
11:00 – 11:15	<b>Break</b>
<b>MODULE 6</b>	<b>The Faculty and Program Leadership Experience</b>
11:00 – 1:30	<b>Faculty &amp; Mentor Panel: Teaching LLP</b> - Hearing multiple voices of experience - Experienced technology commercialization professionals and faculty will address challenges and strategies for building a successful program
1:30 – 2:30 pm	<b>Lunch</b>
<b>MODULE 7</b>	<b>Making it Happen: Logistics and Resources</b>
2:30 – 3:30	<b>Lecture: Lean LaunchPad Pedagogy [2]</b> - The role of Mentors and Advisors and Tech Transfer Office - The Syllabus, How to build a 5 week program - The On-Line Resources - Using course management software
<b>MODULE 8</b>	<b>Education vs Business Creation</b>
3:30 – 5:30	<b>Discussion:</b> Accelerator vs Classroom <b>Discussion:</b> What is special about Life Sciences, FinTech, regulated industries and other industry verticals? Challenges and advantages. <b>Discussion:</b> An Entrepreneurial Mindset - Reaching the researchers - Helping researchers and students develop an entrepreneurial mindset - Venture creation utilizing courses like LLP
<b>Module 9</b>	<b>Making LLP Work for You</b>
5:30 - 6:00	<b>Wrap Up: Lessons learned</b> - Identifying challenges and next actions - Collaboration between Technology Transfer Offices and universities, science parks, incubators and accelerators for support of the best opportunities

## 8. Why is interesting?

8 reasons that make this seminar unique with internationally proven methodology

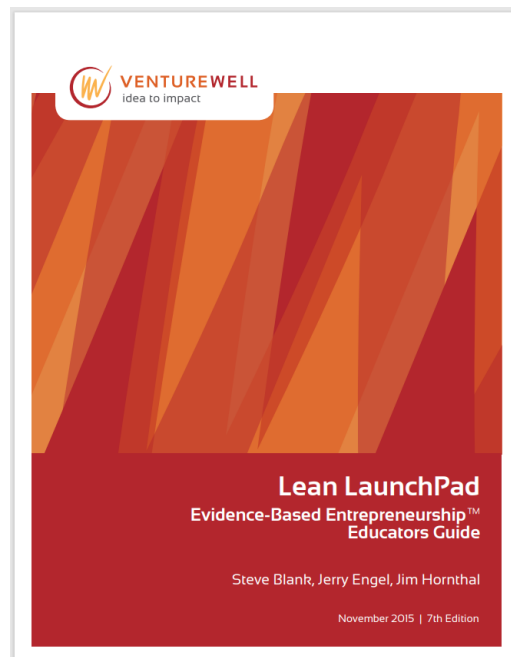
- 1 – Technically thick, and methodologically tested**
- 2 – Active interaction of ecosystem peers** and experts from the Catalan RDI system.
- 3 – Accessibility and personalized support** from Professor Engel
- 4 – Reflective and participatory:** group work, panels, debates, consultations.
- 5 – Two-day immersive experience**
- 6 – Link to MWC** and The Collider team, the innovation area of the Foundation.
- 7 – Internationally** reconnected certification.
- 8 – Be part of Catalan Entrepreneurial Scientific Community.**



## 9. Is previous preparation needed?

### Recommended preparation before October 19

Before the session, registrants will be advised to review the reference document, and watch some videos.



Review  
**Main document**

Viewing  
**Short videos**

Links to these resources will be provided to confirmed registrants prior to the start of the seminar.

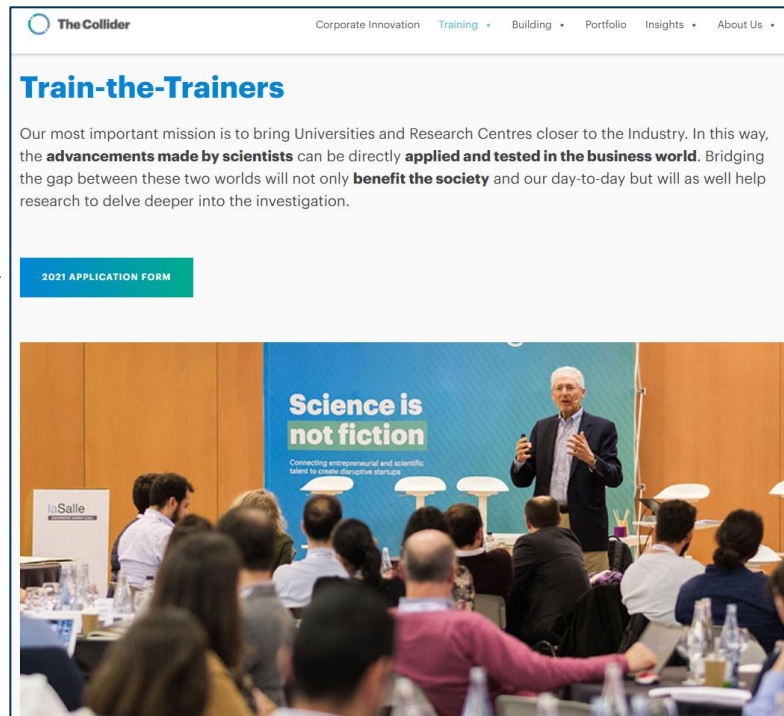
# How to register?

## Seminar for 60 people: Application form is open!

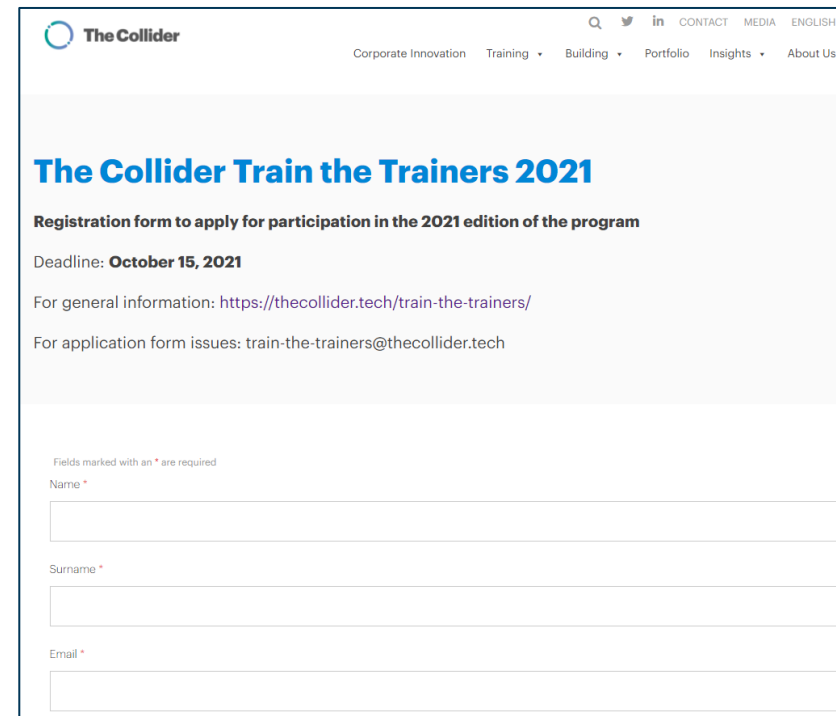
Places are **limited**. It's important to register **as soon as possible**.

- \* Confirmation criteria: 1) Correspondence with the target-profile; 2) Not having done the course before; 3) Order of registration; 4) Representativeness of the organization among previous registrants; and 5) Territorial representation.

<https://thecollider.tech/train-the-trainers/>



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