

Unlocking Research Potential



AN INITIATIVE OF



FALLING
WALLS
FOUNDATION

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THIS PROGRAMME IS SUPPORTED
BY:

SARTORIUS

WELCOME BACK!



Workshop Programme

Day 1

Morning

YOUR INNOVATION SKILLS

The various skills of an innovator

Reflect on your own skillset & find your team's superpower

Meet inspiring peers and combine your skill sets

Afternoon

YOUR ENTREPRENEURIAL CAREER

Introduction to entrepreneurship & intrapreneurship

Open up to new career perspectives

Networking and Q&A with role models

Day 2

Morning

YOUR RESEARCH CANVAS

Learn about the relevance of users and potential use cases

Apply the Research Canvas to your own research

Brainstorming potential use cases for your research topic

Afternoon

PITCH TRAINING

Key principles for a convincing pitch

Develop a storyline, set the stage, and use your voice

Get feedback and learn from your peers

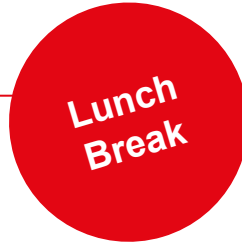
Agenda

Part I

Your Research Canvas

Check-In

- Learn about the relevance of users and potential use cases
- Apply the Research Canvas to your own research
- Get creative by brainstorming potential use cases for your research topic



Part II

Pitching

- Get to know the relevant structure of a pitch
- Develop your own pitch with a convincing storyline
- Practise your presentation skills in front of an audience
- Receive valuable feedback to improve your pitch further

Wrap-Up

Check-In



Check-in



Small teams

Find 2-3 people and build a small group!



Check-in

1. How are you feeling this morning?
2. When you think of yesterday:

What was an
aha-moment?

What would you like to
incorporate into your work
today?



20 min

YOUR RESEARCH CANVAS



Learning goals

- Reflect about the potential of your own research topic/idea
- Assess potential through identifying users/stakeholders
- Develop or extend potential use cases based on your research & network

Your Research Vision



Think big!



Imagine it's 2030.

Your research project has led to pioneering results with breakthrough solutions and will be featured as title page in the recent edition of Science Magazine.

What could be the headline of this magazine?



Think big!

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Your research project has led to pioneering results with breakthrough solutions and will be featured as title page in the recent edition of Science Magazine.

What could be the headline of this magazine?



How it works ...



Solo work



Think big!



15 min

**Fill the title page of the
Science Magazine template
with your research vision!**

Add pictures, symbols or
other visuals

Time for yourself

Sharing...

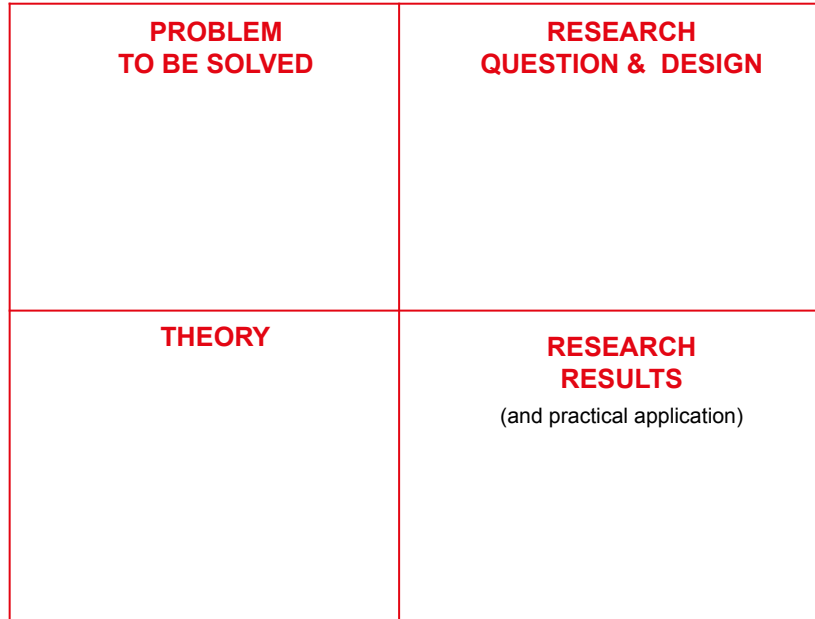


**What is the headline of the Science Magazine
featuring your research?**
**What breakthrough does your research offer to
whom?**

DEEP DIVE INTO YOUR RESEARCH



The research canvas



RESEARCH



USE CASE

The Research Canvas Example

Getting ahead of
Alzheimer's disease

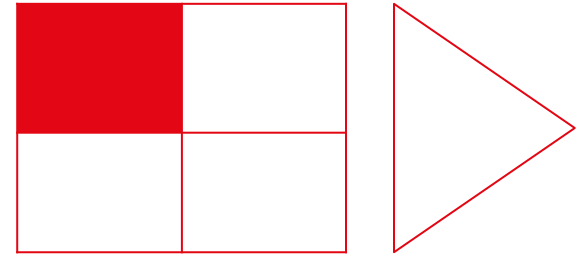


Problem to be solved

- What is your object/topic of research?
- What underlying problem or challenge are you addressing with your research?

EXAMPLE

So far, there is no efficient treatment available to cure Alzheimer's disease. Thus, there is a need for an early diagnosis, when first changes in the brain occur.



**Problem to be
solved**

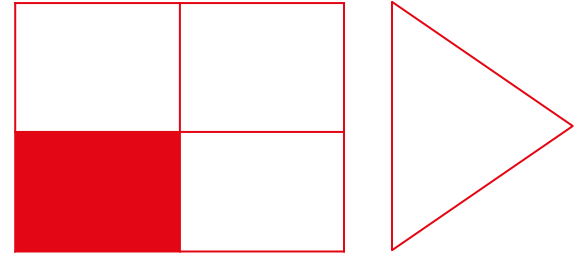


Theory

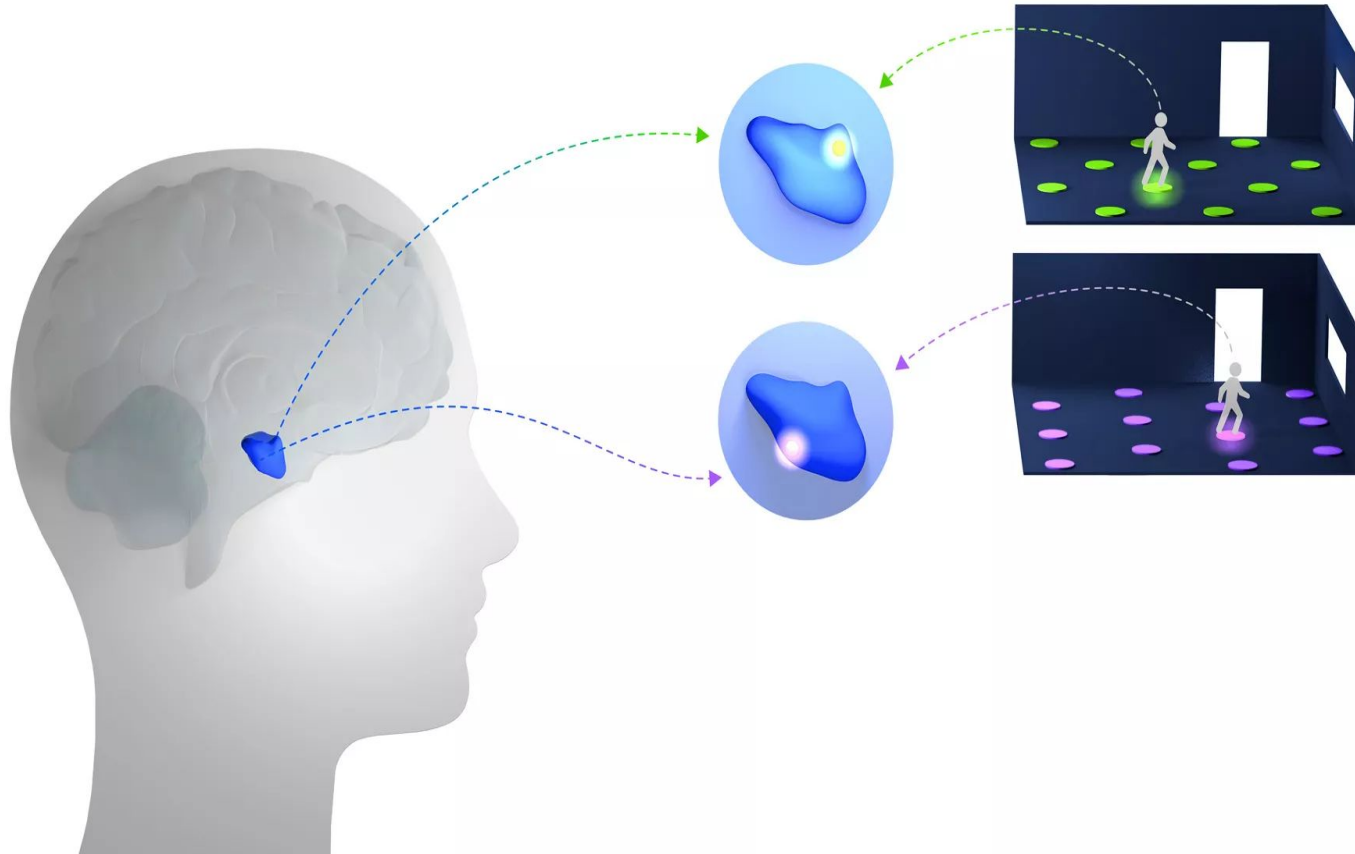
- What theoretical background underlies your research?
- Note the state-of-the-art highlights!

EXAMPLE

Protein accumulations in certain brain regions at the earliest stages of the disease.



Theory

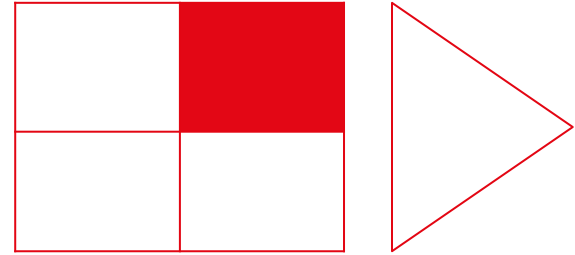


Research Question & Design

- What specific aspects of the problem/challenge are you researching?
- Note some details about your research setting! (qualitative vs. Quantitative, samples etc.)

EXAMPLE

Can our movement patterns during wayfinding in our surroundings be used to detect early changes/degeneration in the brain?



Research Question & Design



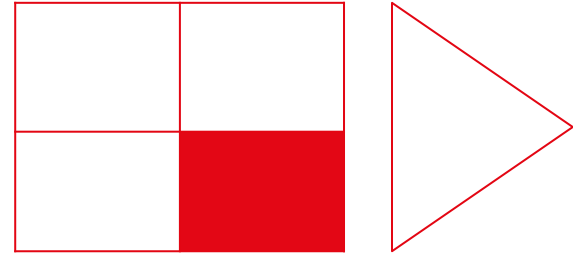
Research Results

(+practical applications)

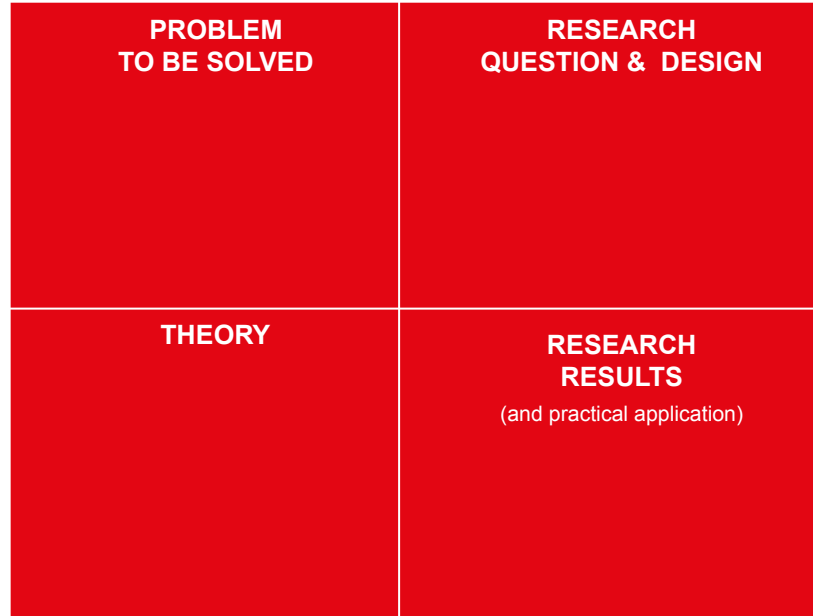
- What are your results so far?

EXAMPLE

Tracking GPS and sensor data from smartphones can be used to study movement patterns and related brain change



The research canvas



RESEARCH



USE CASE

How it works ...



Solo work



The Research Canvas



15 min

**Fill all the fields on the
LEFT side of the Canvas.**

Try to keep it short and
concise

15 min time for yourself

**We will call you back to
the screen**

Potential Product/ Service

What about our walking patterns? Why not use data from our smartphones to study our question?



**It's coffee
o' clock!**



The Research Canvas Example

Translating the research result into a product, together with a team of other experts such as software developers and business experts.





“For somebody who wants to become an entrepreneur, it is crucial to be proactive in order to build up a network outside your lab.”

Nadine Diersch

Young Entrepreneurs in Science Alumna

FROM RESEARCH TO USE CASE

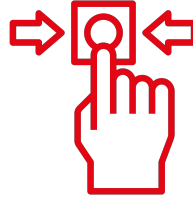


What is a use case?



What comes to your mind when you
think of users/use cases?

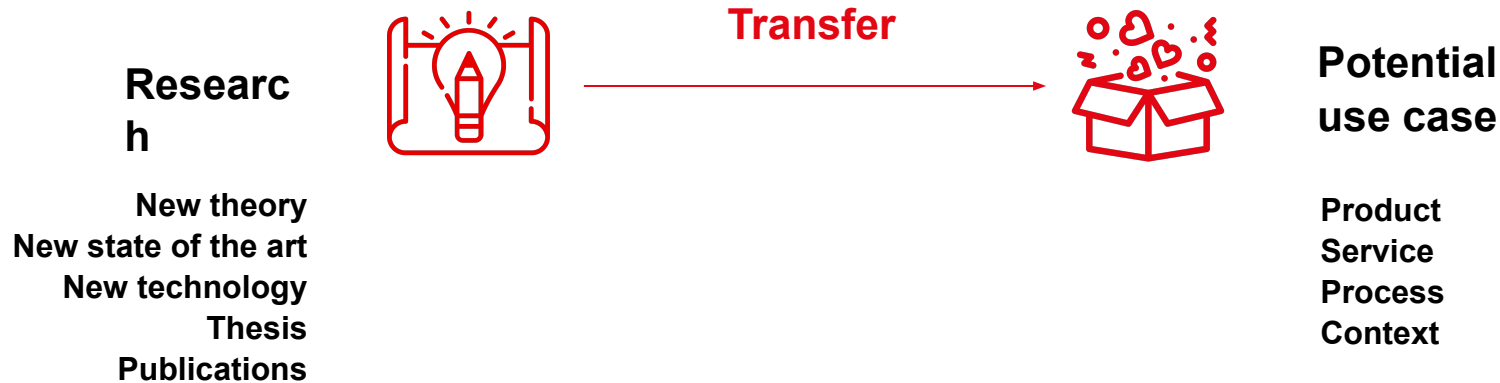
What is a use case?



**“A specific situation in which a product/service/
solution can potentially be used.”**

Lawerence Chapman for PMA

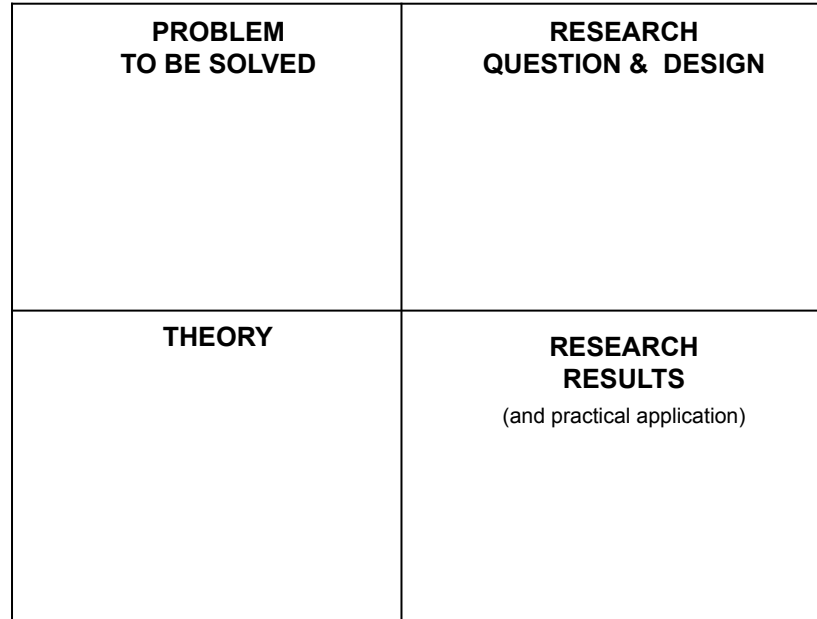
From research to use case



From research to use case



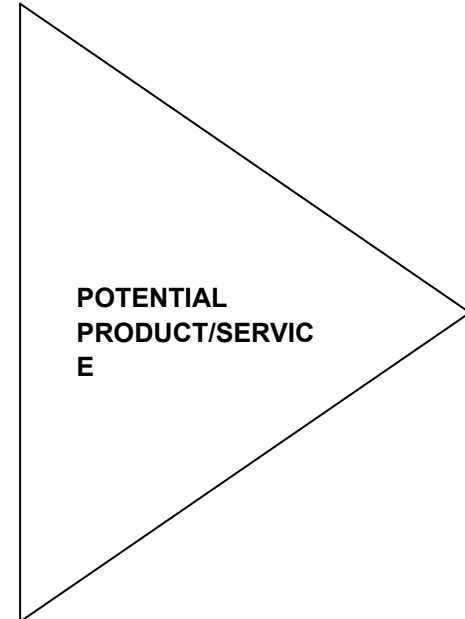
Identifying users



RESEARCH



USER



USE CASE

Identifying users

Stakeholder

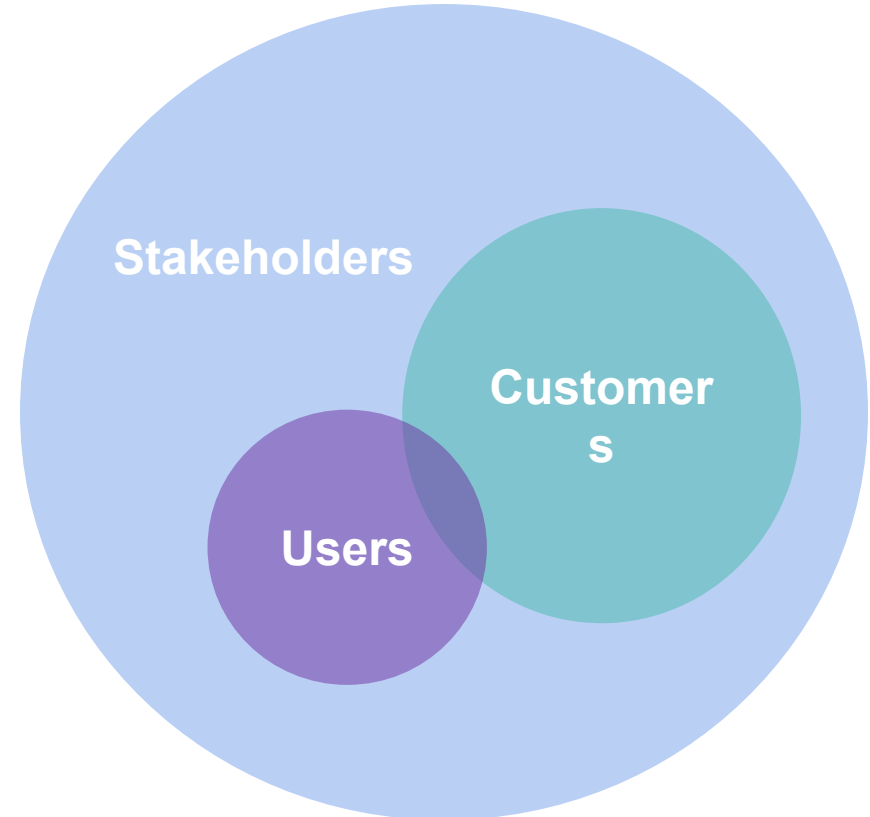
has an interest in, or is affected by
what a business does

Customer

is willing to pay for a product or
service that satisfies an unmet need

User (Beneficiary)

benefits from the value created by
the product or service (though they
might not be the one to pay for it)



Identifying users – example

Stakeholder

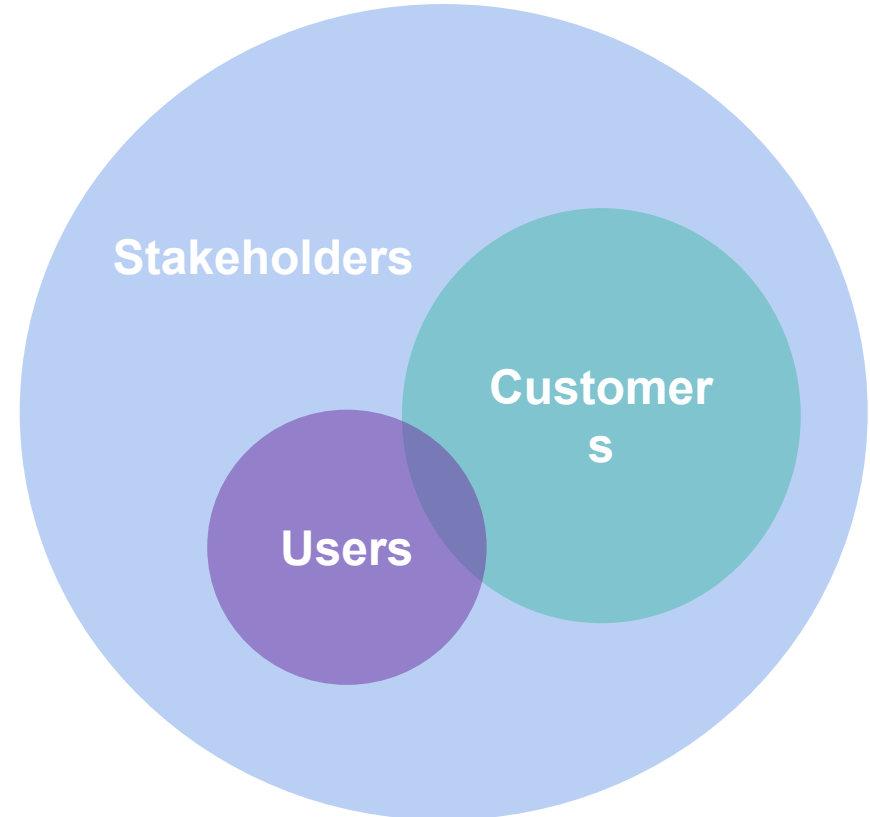
Society in General

Customer

Health Care System
Medical Industry

User (Beneficiary)

Patients with subjective
cognitive decline



From research to use case

PROBLEM TO BE SOLVED	RESEARCH QUESTION & DESIGN
THEORY	RESEARCH RESULTS (and practical application)

RESEARCH



USER



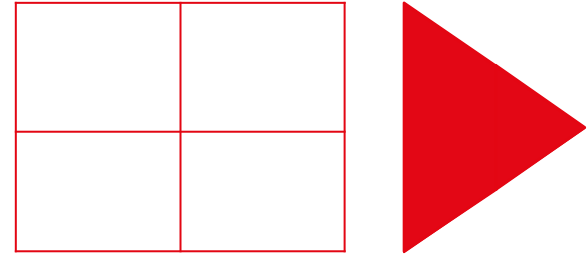
USE CASE

Potential use case

- In which context could your research find application?
- What is a problem you could solve in that field and who is having that problem?
- Can you build a new product/service around your research to solve their problem?

EXAMPLE

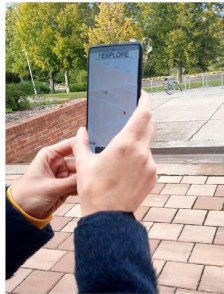
Smartphone App and state-of-the-art Machine Learning algorithms to classify individual movement patterns and to predict cognitive health status



Explore-app

EXPLORE

Task: Finding 5 Pols on campus



- walking
- map-viewing

GPS data logging



BRAINSTOR
M



How it works ...



Solo work



**Stakeholders and use
cases**



10 min

Reflect and collect on your
sheet of paper:

Time for yourself

1. Who are your stakeholders?
Out of those: who are your
potential users that use your
product/service/process
(middle box)?
2. What could be use cases for
those users (right box)

From research to use case

Some questions to brainstorm

- In which contexts and for whom could your research be useful as well? Think out of the box!
- What would you do with your research if you had 1 billion Euro?
- With which add-ons or features could you extend and improve your research (idea)?



**Build on each
other's ideas**



How it works ...



Small teams

Find two people and build a group!



Build on each other's ideas

Present your canvas to each other:

Ask & discuss questions

Brainstorm new ideas based on what you have understood



30 min

30 min in total –
10 min each canvas

Countdown for last 30 sec

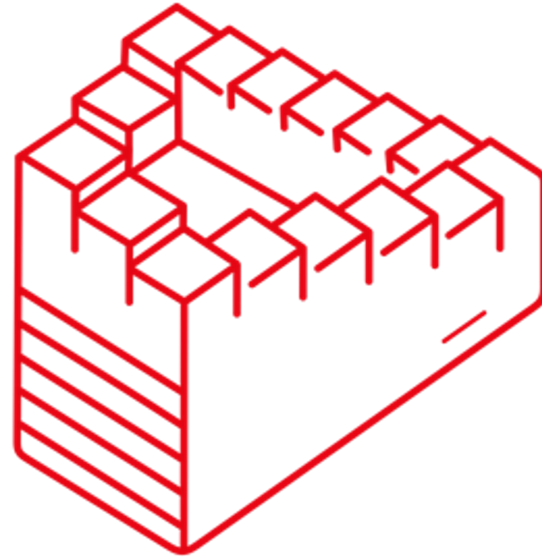
Sharing...



**What did you learn from this exercise?
What was interesting to you?**

Next steps

- Build up a network
- Talk about your use case(s) with friends, family, colleagues > collect feedback
- Get professional support
- Train your entrepreneurial mindset
- Exchange with role models
- Take it step by step



Lunch Break



PITCHING



Learning goals

- Getting to know the relevant structure and elements for a pitch
- Building a pitch on your own
- Practise to hold a pitch in front of an audience

PITCH & STORYTELLING



What is pitching?



**A short but effective explanation
that is intended to persuade someone
to buy a product or accept an idea.**

Cambridge Dictionary

How to build a pitch

1. Problem
2. Target Group

How to build a pitch

1. Problem
2. Target Group
3. The solutions
4. User experience: how does it work?

How to build a pitch

1. Problem
2. Target Group
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5. Create trust (team / market / finances)

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1. Problem
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6. Punchline

How to build a pitch

1. Problem
2. Target Group
3. The solutions
4. User experience: how does it work?
5. Create trust (team / market / finances)
6. Punchline
7. Call to action

STORYTELLIN

G



Why tell stories?

- ... because they draw us in emotionally
- ... because we can learn from them
- ... because they connect us
- ... because it's easier this way for our brain to understand connections
- ... because they help us remember

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Sharing ...



**What did you like/dislike regarding his storytelling?
What was missing for you?**

In summary ...

**... everybody needs to find her/his own style
based on the storyline!**

What is next ...

PART 1

Build your pitch individually

PART 2

Test your pitch and get feedback in groups

Build your pitch



Build your pitch



Choose the topic of your pitch.

- Your own startup idea
- Your PhD topic

Build your pitch

Step 1: Problem-solution-fit

Based on what we just learned, build the foundation of your pitch.

- Problem & target group
- Solution & how it works
- Call to Action

Build your pitch

Step 2: Storyline

Based on your foundation (problem-solution-fit) think about how to transport this in an emotional story!

- Who is your protagonist?
- How do you set an emotional hook?
- Make your story tangible and relatable for your audience

Claim your worksheet

SOLO WORK; PITCHING

BUILD YOUR PITCH

Fill in your pitching template!

25 min

Step 1: Problem-Solution-Fit

Build the foundation of your pitch with the Problem-Solution-Fit.

10 min

Step 2: Emotional storyline

Build an emotional storyline.

- Who is your protagonist?
- How do you set an emotional hook?
- Make your story tangible and relatable for your audience

10 min

Step 3

One runthrough by yourself.

5 min

NAME YOUR IDEA:

PROBLEM-SOLUTION-FIT

1. TARGET GROUP

Who are your users?

2. PROBLEM

What is their problem?

3. SOLUTION

How are you solving their problem?

4. CALL-TO-ACTION

What do you want from your audience?

EMOTIONAL STORYLINE

How it works ...



Solo work



Build your pitch!



25 min

- Build the foundation of your pitch
- Build an emotional storyline
- One runthrough by yourself

**Test your pitch
& get feedback**



How to give feedback



Feedback grid

I like ...

I wish ...

New ideas

Open questions

How to receive feedback

Embrace feedback!

- Understand feedback as a learning opportunity
- Don't defend your idea or your pitch (listen and learn!)
- Take notes

How it works ...



Small teams



Test your pitch



15 min

One after another:

- Present your pitch (2 min)
- Get feedback (5 min)

After the break ...



PART 1

How to pitch

PART 2

Pitches and expert feedback

**Write your name on a piece of paper
and throw it in the hat.**

**It's coffee
o' clock!**



HOW TO PITCH!



Behavior & interaction

- Remember to speak slowly and work with pauses
- Do not read from your slides
- Make eye contact with the audience
- Let your body talk, too. A big audience allows for big gestures (using not only your hands but also arms)
- Don't practise any positions beforehand :)

Behavior & interaction

If pitching as a team:

- Be sure everyone knows their part in the presentation
- Look at the stage beforehand and decide how to use it as a team

Ready to go



- Be ready right away
- Have your props prepared
- Practice, practice, practice!

**Iterate your pitch
& practise!**



How it works ...



Teamwork

With a (new)
partner



Iterate & practise

Iterate your pitch based on the feedback.
Run it through with your partner one more
time!



15 min

WARM-UP



The pitches!



PLEASE WELCOME OUR
EXPERTS!



How it works ...



Teamwork



5 Pitches

Let's present 5 pitches!



30 min

2 min each

3 min feedback from our
experts

coaches will set the
timer

HOW TO GET IN TOUCH



Wrapping up ...

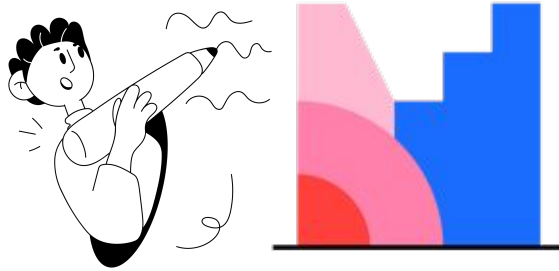


Open questions?

REFLECTION



Time for feedback!



**Please, follow the link in
the chat window.**

Wrapping up!



I like, I wish, I take away...

Stay connected with the YES community



- Join our **LinkedIn group**
- Take part in other (Online-) **Workshops**
- Tell your peers and spread the word via **social media**
- Stay active in our **Alumni-Community**
- Keep learning from each other on your entrepreneurial journey



Boost your career with your YES experience



- Connect with YES and fellow participants on LinkedIn
- Share your YES certificate on Social Media
- Add YES to your trainings on LinkedIn and your CV
- ... and carry the entrepreneurial spirit further.



Time for feedback!



Thank you!

Connect with us and each other via Social Media ...



LinkedIn
Page



LinkedIn
Group



Instagram
@sciencepreneurs



Newsletter

THE END

