



**PRIMiNaS “Program for Research and Innovation
on Micro and Nanotechnology for Sensors”
-Project 101079485-**



MARKET RESEARCH, SCIENCE AND TECHNOLOGY WATCH AND BUSINESS MODELLING

Training activity organized by Universidad Politécnica de Madrid (UPM)

Project 101079485 — PRIMiNaS

What: two sessions about Market research and business model, developed by specialized internal staff of the UPM and external lecturers related to the topic, structured in two days. The sessions will be in the morning and two days in length.

How: Online format (webinars)

How: Combination of theoretical and practical activities (keynote speakers, practical exercises)

Who: Attendees will be early-stage researchers, PhD students and postdocs linked to the project. Estimated number of attendees: up to 20 participants.

When: July 1st and 2nd, 2024

MAIN OBJECTIVES:

- To get more about how to build a profitable and sustainable business model based on the developed technologies, considering key concepts in the field of Deep-tech entrepreneurship.
- To introduce the research teams responsible for technological solutions to technology watch tools as a key instrument for their potential and future commercialization.
- To acquire knowledge and expand the skills of researchers involved in market research training as a way to delimit the current situation of the industry they operate with these technologies.

AGENDA:

The sessions are structured in two days and 4 hours per day.

A total of 8 hours will be taught.

Please consider the following connection link:

<https://upm.zoom.us/j/88120771521>

Meeting ID: 881 2077 1521



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Day 1: BUILDING A BUSINESS MODEL (4 hours) – Monday, July 1st, 2024. From 10h to 14h (CEST time)

Elisa Navarro Carrillo – Entrepreneurship, Innovation and Accelerator Lead Manager

Arístides Senra Díaz - Director of Innovation and Entrepreneurship

UPM Entrepreneurship Programme - Technological and Innovation Support Center, CAIT-UPM

Recap of the main concepts and topics about business opportunity, technology transfer and innovation funding.

How to design a successful business model: guidelines and main steps. Characteristics of a good and effective business model. Business models versus strategy versus tactics. How to create value for the customers.

High interaction and contact between speakers and attendees. Practical activities can be proposed by the speakers.

Day 2: TECHNOLOGY WATCH AND COMPETITIVE INTELLIGENCE (4 hours) – Tuesday, July 2th, 2024. From 10h to 14h (CEST time)

Iván Martínez Salles - Deputy director of Innovation and Entrepreneurship

UPM Entrepreneurship Programme - Technological and Innovation Support Center, CAIT-UPM

Eduardo Quemada – Entrepreneur and startups investor

Isabel Amezcua Arenillas – UPM research and entrepreneur

This session will analyse the technological watch and intelligence actions that organizations working with Deep-tech solutions should develop. Specifically, it will be explained how to design the technological map of an area of interest and detect the relevant stakeholders and results at a global level. How to evaluate the technological innovation of a solution and its application potential in the market. Or how to know a sector in depth through its trends, results and business opportunities detected.

Active participation by attendees through practical exercises.

Brief closing activity with entrepreneurs in order to learn first-hand and in a very practical way the experience when developing technological and market watch of a deep-tech solution.



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LECTURERS



Elisa Navarro Carrillo

LinkedIn: [linkedin.com/in/elisa-navarro-carrillo-941552a/](https://www.linkedin.com/in/elisa-navarro-carrillo-941552a/)

Entrepreneurship, Innovation and Accelerator Lead Manager at UPM. One of the Leading Women of innovative entrepreneurship in Spain by the Spanish government.

Business Administration Degree and Market Research Degree from University of Valencia.

Twenty years' experience in management and entrepreneurship in public and semi-public institutions. At the UPM, I coordinated the Entrepreneurship Program, detecting innovative deep-tech projects, supporting entrepreneurs and promoting new competitive business. I also developed activities in technology transfer, working with companies and university in order to transfer the research results to the market.

Nowadays, I'm leading the development and implementation of European projects in topics about innovation and entrepreneurship at EIT (Raw Materials, Digital, Health and Climate-KIC), EU Interreg Programme and EELISA European University. Lead Manager of Clean Cities ClimAccelerator, the reference European accelerator focused on healthy and clean cities, working with public institutions and corporates.

I taught courses and conferences related to developing ideas in projects, business opportunity and market research for entrepreneurs.



Arístides Senra Díaz

LinkedIn: [linkedin.com/in/aristidessenra](https://www.linkedin.com/in/aristidessenra)

Currently Director of Innovation and Entrepreneurship at UPM.

Industrial Engineer (2002) and MBA (2006) from UPM, in 2004 I received a scholarship to carry out a pre-doctoral internship on Marketing and Sales in technological start-ups at the Entrepreneurship Center of the Massachusetts Institute of Technology (MIT).

Also in 2004, I co-founded the UPM Entrepreneurship Competition, actúaupm, an initiative that has created more than 330 new technology start-ups and raised funds from investors worth more than 200 million euros.

For five years I have been a professor of entrepreneurship and business models for the European Institute of Technology (EIT) an initiative of the European Commission. Now I am Executive



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Director of the MBA Programs at IEN-UPM Business School and also main lecturer and coordinator of the the Experiential Laboratory of Entrepreneurship in this MBA programs.

I have promoted open innovation projects with companies such as Banco Santander, Telefónica, Accenture, Microsoft, IESE, Frontiers, EIT Raw Materials, ENAIRE, Pfizer, Universidad del Cauca and Fundación Chile among others.

I have participated as a partner in the launch of three start-ups and I am independent advisor to three others.



Iván Martínez Salles

LinkedIn: [linkedin.com/in/ivanmartinezsalles](https://www.linkedin.com/in/ivanmartinezsalles)

Deputy director of Innovation and Entrepreneurship at UPM.

Telecommunications Engineer and MBA from UPM, I co-founded and lead UPM high tech for business program (+ 450 researchers involved, +100 technologies validated) and designed first UPM tech marketplace.

Regular advisor for high tech start-ups and projects. I have been involved in + 25 innovation projects, partnering with private and public leading stakeholders at both national and European level.

Catalyst for innovative ecosystems growth, leading or taking part in open innovation initiatives for corporates (i.e. Pfizer, Telefónica), public entities (i.e. Madrid region, ISCIII, EIT) or educational institutions (LatAm universities and clusters, Madrid universities and research centres).

Previously, I worked in the technology consultancy sector at Indra or Thales, being involved in projects for Telefonica, former Bankia or Aena.

Lecturer, mentor or advisor for in-company or public innovation and tech transfer programs. Involved in an art sales business, supporting marketing actions.



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Eduardo Quemada McGuckian

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Investor in various technology-based companies such as Inhibitec Antibodies and Fair Data Systems, GenomicsAll, where he is involved in management and business development.

In 2008, he was Co-Founder and CEO of PlantResponse Biotech for 9 years, a company in the plant biotechnology sector. PlantResponse was an EBT of the Polytechnic University of Madrid, where he managed to attract €12 million in capital from international investors and €5 million in projects and public financing, including a Neotec grant in 2011.

He currently advises companies and startups, such as FungiAlert (UK), and mentors at institutions like e-FP (Spanish Chamber of Commerce), EIT Food a European Commission scheme for entrepreneurs and start-up Accelerator.

He holds a Master in Civil Engineering from UPM; PDD from the IESE Business School at the University of Navarra.



Isabel Amezcua Arenillas

LinkedIn: [linkedin.com/in/isabel-amezcua-arenillas/](https://www.linkedin.com/in/isabel-amezcua-arenillas/)

Isabel is an Assistant Professor and Researcher at the Polytechnic University of Madrid and Ph.D. in Energy Engineering.

She is currently Co-Founder of the spin-off Veleco Energy and actively collaborating with the Official Madariaga Laboratory.

She is a member of the Industrial Safety in Explosive Atmospheres research group and the TECMINERGY Technology Centre.

Author of more than 10 JCR scientific articles and book chapters in the industrial safety area and renewable gases.

In addition, she is actively involved in different European and national projects related to biogas and hydrogen production and use and sustainable mining, as well as in public-private collaboration projects.