*The **CREA**tion of the Department of Physical Chemistry of Biological Sys**TE**ms [CREATE]*

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Visit of Sarai Kemp & dr Nitza Kardish - report

[WP5]

Level of dissemination: PUBLIC

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CREATE lectures ”Innovation source”

On October, 28 a course on “***How to become an entrepreneur”*** took place at our Institute. It was held under “*Innovation source*” open lecture series.

This event was aimed, in particular, to support a transfer of ideas generated at our institute to business. The event consisted of **two seminars** and a **workshop**, delivered by **Sarai Kemp,** and **dr. Nitza Kardish –** representatives of *Trendlines*, an Israeli company offering commercialization services at the field of life sciences. The whole society of IPC, including IPC researchers and doctoral students, was invited (and 61 persons signed the attendance list).

Dr. Nitza Kardish has 20 years of experience working at senior management positions at life science companies. Sarai Kemp is experienced in business development, including fund-raising strategies for early-stage companies developing innovative technologies and products.

The seminar of Sarai Kemp & Nitza Kardish.

During the visit **Sarai Kemp** delivered a lecture entitled “***Israeli ‘Startup Nation’ landscape and what it takes to become a successful entrepreneur***”. Sarai described the Israeli entrepreneurship environment and gave an overview of key parameters contributing to the opinion that Israel is a Startup Nation. She also explained what it takes to become a successful entrepreneur. She started with examples of start-up companies such as *Waze (universal navigation software), Mobileye (vision-safety technology)* and description of their path to success – i.e. acquisition by global companies like Google or Intel. Israel is in the top 12 the Most Innovative Economics. It is a global leader in innovation. Sarai Kemp indicated components of such a successful ecosystem – i.e. existence and cooperation between:

- ✓ Universities & Institutes (40 research institutes)
- ✓ Government
- ✓ Incubators/Accelerators (consultations, mentor support)
- ✓ Multinationals
- ✓ VCs (global-local, generalists-specialists)
- ✓ Israeli DNA & Network (a network built in the army before going to universities).

Sarai Kemp presented the elements of success – *Ecosystem, Passion, Hard Work*. It includes among others – listening of the advices of more experienced, being open-minded and ready to fail. She compared the life of a start up with ride a roller-coaster.

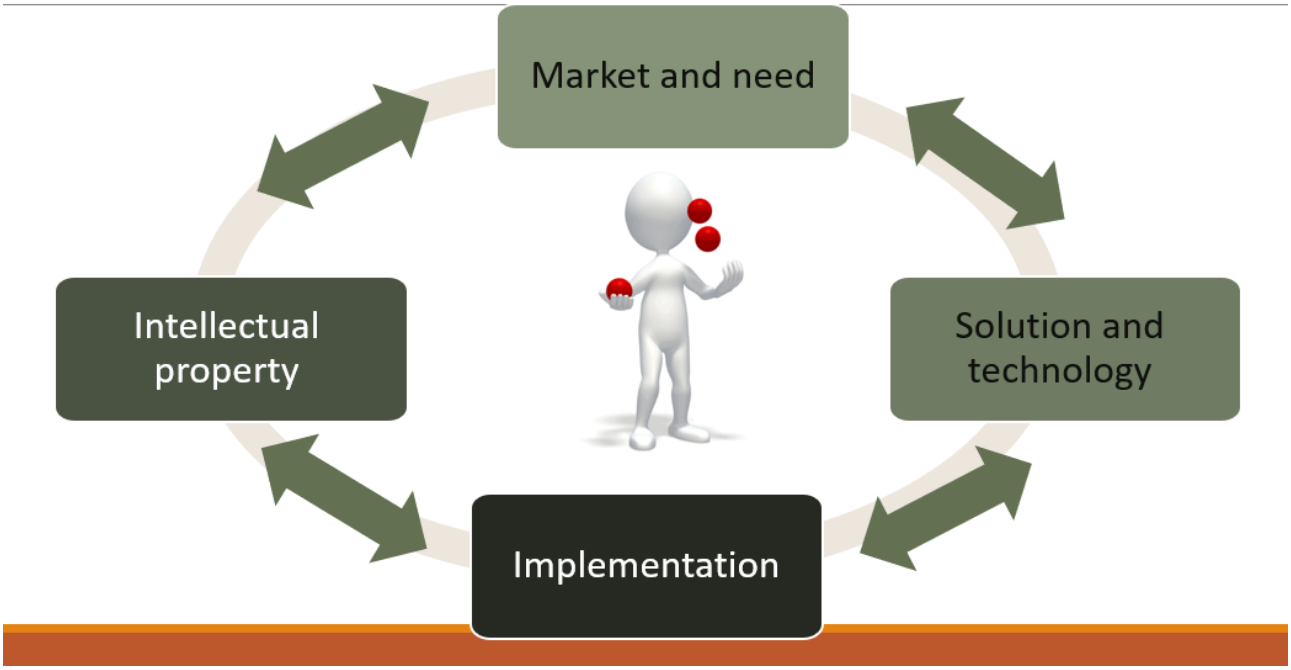
Slide from the presentation of Sarai Kemp.

The seminar met with great interest from the audience. It ended with a long discussion in which the real problems encountered by Polish researchers engaged in commercialization were thoroughly discusses. The government's role in supporting inventions was emphasized.

The second lecture: ***"The process of tech transfer from academia to a startup"*** was delievered by dr. Nitza Kardish. She gave a detailed overview of feasibility study of a technology developed at academia. Dr. Kardish shared her experiences in the process of moving the invention from the academia to start up and explained "*How much academia change the world*". She stressed great importance of basic sciences in the innovation process. She also emphasized that academia is the engine of global transformation. She also listed main challenges for innovation, such as:

- ✓ Partial information
- ✓ Limited time and resources
- ✓ Numerous unknowns
- ✓ Limited supporting evidence
- ✓ Integration of different factors.

Dr. Kardish recommended coordination of multiple factors such as: Market & Need, Solution and technology, Implementation and Intellectual property. She stressed that in order to facilitate a successful new venture, it is very important to assess the innovation quickly and thoroughly at its early stage. For the implementation factor, dr. Kardish indicated that people and their professionalism are the most important element.



Slide from the presentation of Nitza Kardish.

The last part was a workshop on how to turn research into a startup.

Ms. Kemp and dr. Kardish conducted feasibility study of two technologies: Sersitive and Siliquan which were developed at IPC. Firstly, representatives of both startups presented their companies. Next an open discussion took place basing on the methodology described in the second lecture.

The seminar of Paweł Albrycht.

Paweł Albrycht presented a background and short story about Sersitive initative. He discussed the progress and presented future plans. Sarai pointed out what should be included in the presentation for investors, to what the presenter should draw special attention and what should be improved in order to reach the client.


The seminar of Michalina Iwan & Tomasz Andryszewski.

Profile of the next startup was presented by dr. Michalina Iwan and dr. Tomasz Andryszewski (representatives of Siliquan). They explained the advantages of their product and showed an online store where a client can personalize the product according to their needs and buy it. Dr. Kardish asked many useful questions that should be answered in order to increase attractiveness of the presentation for the investors, for example: *"What is the added value of your product?", "Who is your client?", "What do you offer more than a competitive company?" or "Who be your future buyers?".* The next step was to present their companies taking into account the guidance of the moderators. The most important thing, the lecturers emphasized, is proper protection of the invention underlying the business. The meeting ended with a discussion how to secure effectively the invention.