

Project Deliverable

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Title D2.5 POOL OF INNOVATION COACHES
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PU	Public	X
PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

Abstract :

This document describes the set up and preparation of the innovation coaches team of the Health-2-Market project. In this regards, it integrates the input from partners in the consortium and the results from a survey sent to the partners, and offers the outcome of these inputs.

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1. INTRODUCTION

In line with the Description of Work (Task. 2.5) of the Health-2-Market project, the training and services offered within the Health-2-Market project will be implemented by highly experienced trainers, embracing multi-disciplinarily both the training content and the audience.

The pool of innovation coaches will include both internal trainers, already part of the consortium team, and – if required - external ones coming from leading academic and industrial environments, (e.g., successful healthcare entrepreneurs). The Pool of innovation coaches will achieve a wide geographical coverage by addressing as many EU Member States and Associated countries as possible.

The selection of trainers – internal and external ones – is based on the need from the developed training activities, i.e. the so-called highly intensive training ‘Academies’ and topic-specific seminars.

Based on the input given by the partners (direct personal interactions and a formal survey) it was decided to support the training activities (both ‘Academies’ and seminars) mostly with internal trainers, already included in the consortium.

Important such inputs are presented in the previous deliverables of WP2. For details regarding training programme and schedule, refer to D2.1; for details regarding curriculum for topic-specific seminars, refer to D2.2; and for details regarding curriculum for highly intensive training ‘Academies’, refer to D2.3.

The sections that follow detail the training activities in relation to the innovation coaches. In the final section, the conclusion is drawn.

2. ACADEMY AND SEMINAR COACHES

The training activities of the Health-2-Market program include a number of disciplines in the field of health/life science with focus on the following topics:

- Intellectual Property, Ethics and the Utilization of Academic Research (responsible school UGOT)
- Entrepreneurship and Business Planning (responsible school SKEMA)
- New Venture Creation and Marketing (responsible school IE)

In addition to 7 'Academies' (5 days long highly-intensive course) labeled in line with the topics above, the consortium offers 15 training seminars focusing on specific topics of interest and being organized at the regional rather than at the European level.

The business schools of the consortium, supported by the other partners, have developed the curriculum and material development for the seminars as well as for the 'Academies'. In this work, the specific internal trainers responsible for each upcoming training activity have been identified. It was mutually agreed that the business schools possess the capabilities to deliver most (if not all) of the training, so it was decided that the use of external coaches will be minimal.

The next section outlines the distribution of the training load among all the internal trainers. The distribution for the seminars appears in Table 1, whereas that for the 'Academies' in Table 2.

To ensure excellence in the delivered training, a number of activities are already taking, or will take place. First, several of the trainers will attend the forthcoming pilot "Academy" in order to gain first-hand insights into the prospective training audience. Second, communication among trainers and supporting partners will be encouraged during and after each training activity. Third, participants in the Health-2-Market will provide feedback after completing any of the training activities. Finally, a brief teleconference with all the trainers will be conducted in order to put everyone in the same page regarding training needs and expectations. These activities will together ensure a uniform baseline quality in the delivery of the various training courses performed by the different coaches.

3. DISTRIBUTION OF TRAINING LOAD AMONG INTERNAL TRAINERS

Table 1

Seminar Training		
Business Schools	Seminars & Topic	Seminar Coaches
SKEMA	Seminar 1 ENB: Essentials of Negotiation Behavior	Professor Philippe Chereau
	Seminar 2 ISMA: Marketing of Innovation & Effectual Entrepreneurship	Professor Dominique Vian
UGOT	Seminar 3 KBB: Introduction to Knowledge-Based-Business	Professor Ulf Petrusson & Bowman J. Heiden
	Seminar 4 IAM: Intellectual Asset Management & Knowledge-Based Business Strategy	Professor Ulf Petrusson & Bowman J. Heiden
	Seminar 5 IPM: Intellectual Property Management & Open Innovation in Health/Life Sciences	Professor Ulf Petrusson & Bowman J. Heiden
IE Academy	Seminar 6 DM: Cutting-Edge Decision Making Tools for Entrepreneurs	Professor Dilney Goncalves
	Seminar 7 MIP: Marketing for Innovative Products in Health/Life Sciences	Professor Antonios Stamatogiannakis
	Seminar 8 EOF: Identifying Entrepreneurial Opportunities and Understanding Modes of Financing	Professor Aleksios Gotsopoulos ¹

Table 2

Academy Training		
Business Schools	Day and Topic	Academy Coaches
SKEMA	Monday Characteristics and scope of your innovation	Professors Dominique Vian, Philippe Chereau & Michel Bernasconi
	Tuesday Potential markets & Business Model Canvas	Professors Philippe Chereau & Christophe Sempels
	Wednesday Refining the Value Proposition & Go to Market Strategy	Professors Dominique Vian & Philippe Chereau
	Thursday Entrepreneurial Finance & Financial Forecasts	Professors Michel Bernasconi, Philippe Chereau & Dominique Vian
	Friday Business Plan Presentation	Professors Michel Bernasconi, Philippe Chereau & Dominique Vian

¹Professor Gotsopoulos collaborates with IE as an external consultant.

UGOT	Monday Integration of Research and Innovation	Professor Ulf Petrusson & Bowman J. Heiden
	Tuesday Governance of Projects on Research & Moral Considerations	Professor Ulf Petrusson & Bowman J. Heiden
	Wednesday Intellectual Asset Mapping	Professor Ulf Petrusson & Bowman J. Heiden
	Thursday Innovation Information	Professor Ulf Petrusson & Bowman J. Heiden
	Friday Academic Value Creation	Professor Ulf Petrusson & Bowman J. Heiden
IE Academy	Monday Introduction & Creativity Workshop	Professor Aleksios Gotsopoulos
	Tuesday Commercializing Technology Workshop & Understanding Marketing Dynamics	Professors Aleksios Gotsopoulos & Antonis Stamatogiannakis
	Wednesday Gathering Marketing Intelligence & What is YOUR Market?	Professor Antonis Stamatogiannakis
	Thursday Integrated Marketing Tactics	Professor Dilney Goncalves
	Friday Integrated Marketing Strategy	Professor Dilney Goncalves

4. POTENTIAL OF USING EXTERNAL COACHES

As outlined above, the key reason behind the limited use of external coaches is that the partners (including the Business School), all together, have a broad area of competences, and thus are able to deliver most (if not all) of the scheduled training on their own.

Having said that, we acknowledge that there may be opportunities to include excellent external coaches in H2M training activities. For example, many of the partners who will organize local seminars have excellent connections with the business world, which may be willing to take part in the training. In such cases, the organizing partner and the business school responsible for the training activity will coordinate for the possibility to accommodate the external coach in the training. We believe that this approach is best because it allows to bring quality external coaches if the opportunity arise, without compromising the overall flexibility and quality of the training.

Finally, a reservation is made that external coaches may be needed in case of changes in personnel within any of the partner organizations. One such case of change in personnel has already been treated successfully by the consortium. Namely, professor Aleksios Gotsopoulos, who is planned to conduct about 10% of the total training, decided to leave IE. Nevertheless, he agreed to continue working on H2M as previously planned, as an external consultant.

5. CONCLUSION

In the work of developing the curriculum and material development for the seminars and for the Academies, the partners draw the conclusion that most of the training will be performed by trainers already committed and employed by the partners in the consortium. The specific allocation of training activities has already been done, and respective coaches are working towards the training implementation. There may be however a few exceptions in which external trainers may be used.