

Project Deliverable

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Title D3.3. Report on implementation of e-training

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PP	Restricted to other programme participants (including the Commission)	
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Abstract: This document describes the overall implementation of the Health-2-Market e-training by introducing the main steps, the results of the pilot period, the achievements of the deployments phase as well as final user statistics. This report provides a detailed description of the sustainability plan and the new tools that have been developed such as the Health-2.Market mobile application and the MOOC on Entrepreneurship and Business Planning.

Author (organisation) :

Europa Media Non-profit Ltd
Krisztina Toth (EM)

Validated by: Séverine Ouvry (inno TSD)

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D3.3. Report on implementation of e-training

Introduction to the Health-2-Market e- training

The overall objective of the Health-2-Market e- training was to develop e-learning course to participants who are interested in receiving either standalone training, or supplementary training to the face-to-face trainings as well as creating user friendly e-training infrastructure with additional services and functions facilitating knowledge acquisition.

The e-training course was developed and deployed in the frame of WP3 “Setting up and deployment of Health-2-Market e-infrastructure” where the e-training environment, curriculum, and materials for Health-2-Market on-line trainings and services were developed by the project consortium. The activities were coordinated by Europa Media with the support of inno – the project coordinator.

Over the period more than 400 active users (Researchers in the health, life science field interested to start their own business as well as all other people involved in life science research (e.g. technology transfer officers, incubators staff, etc.)) have benefitted from the Health-2-Market e-training services. In order to provide better access to our course as well as widening the target audience, the training courses are now accessible on Smart phones – both IOS and Android – through the free of charge mobile Health-2-Market application.

With the ultimate aim of disseminating the educational benefits of the Entrepreneurship and Business Planning course, SKEMA Business School transformed the materials into a MOOC (massive open online course) which is now available at UdeMy. MOOC on "Roadmap to Entrepreneurial Mindset and Toolkit": <https://www.udemy.com/entrepreneurial-mindset-and-toolkit/#/>

1. Overview on the concept of the e-training curriculum and e-training infrastructure

The goal of the e-training development was to address the needs of a much wider audience of health researchers, overcome geographical limitations and facilitate the provision of services in particular to the target groups. The target group of the e-training was defined and their needs were analyzed via the Training Needs Analysis (TNA) as a starting point of the curricula development.

Target group: Researchers in the health, life science field interested to start their own business as well as all other people involved in life science research (e.g. technology transfer officers, incubators staff, etc.). Participants of the training academies and the seminars who are interested in more specialized topics were also targeted as well as health specialists who were not able to attend face to face training because of constrain (time, money, etc.).

It was decided that the H2M e-training platform would be used in two ways:

- I. Standalone e-learning based on the adaptation of the face-to-face course materials:
- II. Supplementary e-learning to offline courses: Face-to-face trainings can be supported by e-learning before/during/after the course.

The curriculum of the Health-2-Market e-training implements the traditional course design approach mixed with interactive elements, such as case studies, online tutoring, etc. E-training topics were selected and the courses/modules/topics were defined by the business schools (IE, SKEMA and UGOT). Each course covers one topic - addressing the Health researchers' needs - and the different courses/modules/topics complement each other.

The following three courses were defined by the business schools:

- Entrepreneurship and Business Planning (SKEMA)
- Business Ventures and Marketing (IE)
- Intellectual Property and Ethics (UGOT)

The scientific content of the courses were developed by the Business Schools in the form of presentation and the text-based narration, voice narration, flashes, animation and the video recording were developed by Europa Media. The lengths of the presentations are between 10-15 minutes.

Following the definition of the e-training curricula, the e-training platform was defined and developed by Europa Media with the contribution of other partners. The platform structure itself was discussed with partners. Based on the requirements regarding its functions and the teachers and students needs, we decided not to install a full Moodle platform, but rather programme a simpler system. That system is fully integrated to the website; the design harmonised, but it has less/different functions, focusing on those the teachers use.

The platform provides the following services for the users:

- User friendly registration system
- The past participants of the Health-2-Market seminars and academies received automatic access to the platform.
- Continuous support via the Helpdesk/Ask the experts service
- Feedback can be provided through the Feedback form
- Forum set up which support the discussion of the participants
- Classmate function enhances the interaction between the participants
- FAQ was developed and updated to support the participants

Europa Media will maintain the e-learning platform for 5 years, but will not initiate a content update. Some functions will end at the end of the project such as “Ask the experts”; Forum, Classmate and FAQ.

The e-training concept and the e-training infrastructure¹ were developed by the end of Month 6.

2. Structure and visual identity of the e-training platform

The design layout of the platform was developed in line with the general Health-2-Market design style and elements for instance colour codes and fonts were implemented. The platform’s visitors can find information about the scope of the e-training and are able to learn about the course objectives and the learning outcomes without registering to the e-training services. Content is available for registered users only.



Figure 1: Opening page of the e-training platform - available for everyone before registration

¹ For more information on the e-training concept and the e-training infrastructure please see: D3.1 e-training curriculum concept and D3.2 e-training infrastructure

The courses are divided into modules and each module consists of several presentations. Each course includes case studies and open source case studies which aim at facilitating the knowledge acquisition of the users.

The screenshot displays the course structure for 'Entrepreneurship and Business Planning, SKEMA Business School, France'. The course is organized into modules and presentations. The main navigation menu includes: COURSES, Entrepreneurship, Marketing, Intellectual Property & Ethics, FAQ, ASK THE EXPERT, FORUM, ABOUT US, and DISCLAIMER.

Entrepreneurship and Business Planning, SKEMA Business School, France

1. BUILDING THE SCOPE OF THE PROJECT

1.1. DESIGNING AN INNOVATIVE VENTURE

Entrepreneurial Market – Michel BERNAUDON	04:09	Go to
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1.2. THE ENTREPRENEUR'S TOOLKIT

Tool 1: R&D/Market – Dominique VALL	04:48	Go to
Tool 2: The Business Model Canvas – Christophe TEMPLES	06:42	Go to
Tool 3: The Business Plan – Philippe CHEREAU	06:09	Go to
Tool 4: Financial objectives – Philippe CHEREAU	09:02	Go to

1.3. DEFINING THE CHARACTERISTICS AND SCOPE OF YOUR INNOVATION

Characteristics, role and context – Dominique VALL	13:37	Go to
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The screenshot displays the course structure for 'Business Ventures & Marketing, IE University, Spain'. The main navigation menu includes: COURSES, Entrepreneurship, Marketing, Intellectual Property & Ethics, FAQ, ASK THE EXPERT, FORUM, ABOUT US, and DISCLAIMER.

Business Ventures & Marketing, IE University, Spain

1. CREATIVITY & COMMERCIALIZING TECHNOLOGY

Introduction to Entrepreneurship – Alberto Gutierrez	00:01	Go to
--	-------	-------

2. UNDERSTANDING MARKETING DYNAMICS & WHAT IS YOUR MARKET?

Introduction to Marketing: Reading the Market – Antonio Starobogdanovitch	02:58	Go to
What is YOUR Market? – STP – Antonio Starobogdanovitch	17:51	Go to

3. INTEGRATED MARKETING TACTICS

Introduction – Wiley Swaidan	01:17	Go to
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The screenshot displays the course structure for 'Intellectual Property & Ethics, University of Gothenburg'. The main navigation menu includes: COURSES, Entrepreneurship, Marketing, Intellectual Property & Ethics, FAQ, ASK THE EXPERT, FORUM, ABOUT US, and DISCLAIMER.

Intellectual Property & Ethics, University of Gothenburg

1. IPR STRATEGIES

Introduction to IPRs – Christoffer Henningsen	04:54	Go to
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2. IP AND KNOWLEDGE ECONOMY

The Transformation to Knowledge Based Business – Boonman Heides	02:23	Go to
Introduction to Open Innovation & How Innovation Management Paradigms – Boonman Heides	03:33	Go to

3. THE UTILIZATION OF ACADEMIC RESEARCH

The University in the Knowledge Economy – Boonman Heides	06:02	Go to
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Figure 2: Course structure

Each presentation is equipped with self examination quizzes and services which are supporting the learning curve of the users. Users can leave the course anytime and the system marks the time when the user left the presentation. Next time the system will automatically offers that the user can continue from that point.

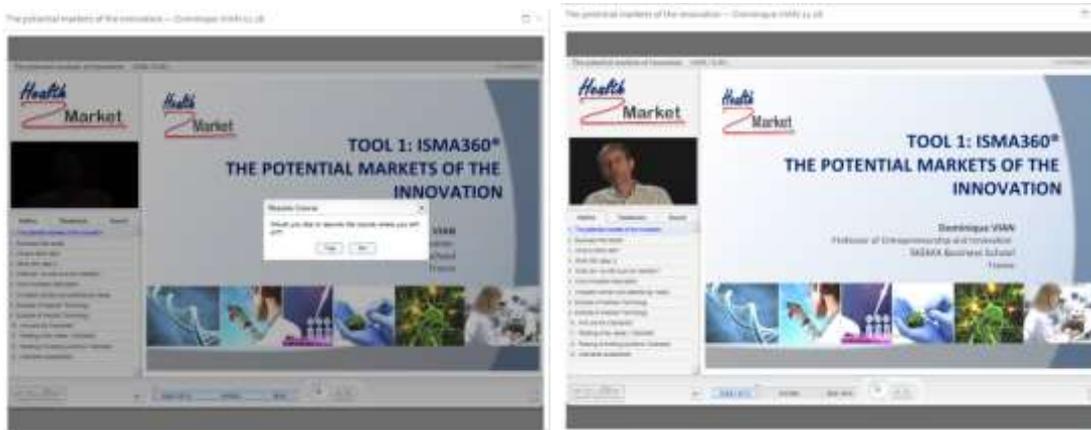


Figure 3: e-training presentation

Number of modules, presentations and case studies developed:

- 3 courses
- 15 modules
- 31 presentations
- 24 case studies (including open source case studies and mini case studies)

Services offered to registered users:

- Helpdesk/Ask the expert's service
- Feedback form
- Forum
- Classmate
- FAQ

Europa Media will maintain the e-learning platform for 5 years, but will not initiate a content update. Some functions will end at the end of the project such as "Ask the experts"; Forum, Classmate and FAQ.

3. Deployment of the Health-2-Market e- training

3.1 *Transforming the training materials into e-learning*

The development of modules and content started in April 2013 after the definition of the topics and the modules. The three Business Schools were responsible for developing the scientific content while Europa Media was responsible for transforming the materials into an appropriate e-learning format as well as recording audio files, implementing flash animations. Some of the presentations include videos that were filmed by the Business Schools and tailored by Europa Media.

Europa Media prepared a support package for formulating e-learning content - PPT presentation template and the guide for formatting the presentation – to the partners. For transforming the scientific materials, the Articulate software was used. The presentations are equipped with video lectures, containing additional useful attachments. The material uploaded are of course SCORM-compliant, meaning that they are suitable for any further use (developing a MOOC or any other teaching material).

The activities of the e-training users were continuously monitored as well as the e-training sub-page traffic powered by Google Analytics. Throughout these functions different data were monitored during the project lifetime – number of visitors, activity of the users and the impact of the dissemination activities.

3.2 *Pre-registration and pilot period*

Pre-registration was opened in April 2013. 30 users were pre-registered. All partners received access to the platform and were asked to cross-check the material and the functions before the pilot period. The comments and suggestions of the partners were implemented. Pilot e-training period was launched for a 6 month period from September 2013 to February 2014 (two-month extension in the pilot phase compared to the first schedule).

Because of the low number of registered participants in the pilot phase the partners initiated a massive dissemination campaign to increase the number of users. Thanks to the joint dissemination efforts of the partners the number of registered users increased. Based on the interest at the training events the consortium decided that past participants of the Health-2-Market seminars and academies would receive automatic access to the platform. Till the end of February 2014, 478 users registered for the e-learning service. The number of users who opened at least one chapter – hereinafter “active users”- within the e-learning courses is 211.

At the end of the pilot period the users were asked to evaluate the platform. The link to the evaluation form was sent by email to the active users. Evaluation form: http://elearning.health2market.eu/evaluation_sheet (see also the Annex). The number of respondents to the evaluation request is 18 (researchers, managers of the TTO offices, NCPs and coordinators of FP7 projects).

Users were asked to evaluate the content and the IT environment of courses/modules, to provide limited personal information such as their profession and to name the source from where they were informed about this opportunity. To summarise all feedback we have drawn the conclusion that the users are satisfied with the IT environment and the content of the Health-2-Market e-learning courses. They are happy to have this online training opportunity because the knowledge they acquired can be applied in their job.

Based on the suggestions of the respondents the “language” of the courses required more attention in order to ensure the easy interpretation of the content. Negative comments were carefully analysed and the course they referred to was re-evaluated.

The full report on the evaluation of the e-training (Pilot phase) is available in the Annex (Annex 2).

3.3 *Maintenance and updates (content and infrastructure)*

Case studies integration: In order to provide a better and more comprehensive structure for the users the platform was restructured in June 2014. Case studies and the interactive case studies were integrated into the three e-learning modules based on their scientific content. In order to provide self examination tools for the users, partners were asked to provide quizzes for their chapters.

After the restructuring of the e-learning platform, the system presents more comprehensive structure which supports the user’s understanding. Following this activity a range of promotion activities were taken place, for example: article in the newsletter, promotion on our social media sites, e-learning users were informed directly and Europa Media blog post about the new chapters.

Health-2-Market webinar: As a new service and tool for interactivity, a webinar was initiated by the consortium. Europa Media developed the technical background for the webinar registration and in close cooperation with APRE (organizers) announced the webinar. The webinar took place on the 29th of September 2014 with 47 participants. The webinar was dedicated to “Access to Risk Finance in the 2014-2020 EU Funding Programmes” and provided a first insight on how Horizon 2020 and COSME help companies and other types of organizations engaged in research and innovation (R&I) to gain easier access, via financial instruments, to loans, guarantees, counter-guarantees and hybrid, mezzanine and equity finance.

Platform update: The e-training platform was continuously developed based on the feedback of the users. Europa Media received couple of IT related requests that were answered and solved within 24 hours.

Data protection: Personal data submitted during the registration process is the subject of the data protection protocol. Personal data is stored and secured on Europa Media’s server and will not be given to any third party.

Copyright: The content of the web-platform will be protected by the Creative Commons license CC-BY-NC-ND 3.0 by the end of the project. The Creative Commons licenses CC-BY-NC-ND 3.0 allows user only to download the works and share them with others as long as they credit the source. Users cannot change the course materials in any way or use them commercially and if used, they have to credit the source.

3.4 Case studies and open source case studies

In Work Package 2 several case studies and open source case studies were developed in order to help the users better understand the content of the e-training materials. The case studies were built on real-life examples and scenario which are in line with the main topics of the e-training courses. Some of these case studies were also transformed into format suitable for e-learning and interactive case studies. A case studies subpage was developed in April 2014 and offered the possibility to the authors to organize real time discussions. The function was ensured by Adobe Meeting software.

Following the feedback of the e-training users the consortium decided to integrate all case studies into the three e-learning modules based on their scientific content. Throughout this movement we managed to create more direct link with the case studies and the scientific content.



Figure 4: Case studies and open source case studies of the Entrepreneurship and Business Planning course

3.5 Health-2-Market e- training extra services

Several tools and services were developed and implemented in order to enhance the interaction between the e-training platform users and between the experts and the users as well as to ensure the continuous support.

Helpdesk/Ask the experts

Users' requirements as well as the project partners' capacities and expertise were investigated in the first six months. Based on this investigation the contact team for the Helpdesk was put together. UGOT developed the concept for the Helpdesk and Europa Media programmed the contact form on the website. First, only registered users could access the Helpdesk, but now it is available for everyone. The consortium experienced some difficulties to attract users therefore the Helpdesk was renamed – "Ask the expert". "Ask the expert" became also available from the opening page. In this regard a campaign was launched to promote this new service. ²



Figure 5: Ask the expert (former Helpdesk)

Forum

The Forum is a platform that works in autocracy, where the registered participants can discuss issues and subjects in their interest. The Forum can also be used for discussion during the Health-2-Market seminars and academies. The Forum was programmed by Europa Media and is also available to all registered e-learning users.

² For more information on Helpdesk activities please see: D3.4 Report on Health-2-Market Helpdesk operation



Figure 6: Forum

FAQ

The FAQ was developed and uploaded to the website. FAQ was continuously extended and updated as questions arrived from the users. In July 2015 the content of the FAQ was synchronized (FAQ available from the main website and FAQ available via e-training platform) and all questions were presented in the same way.

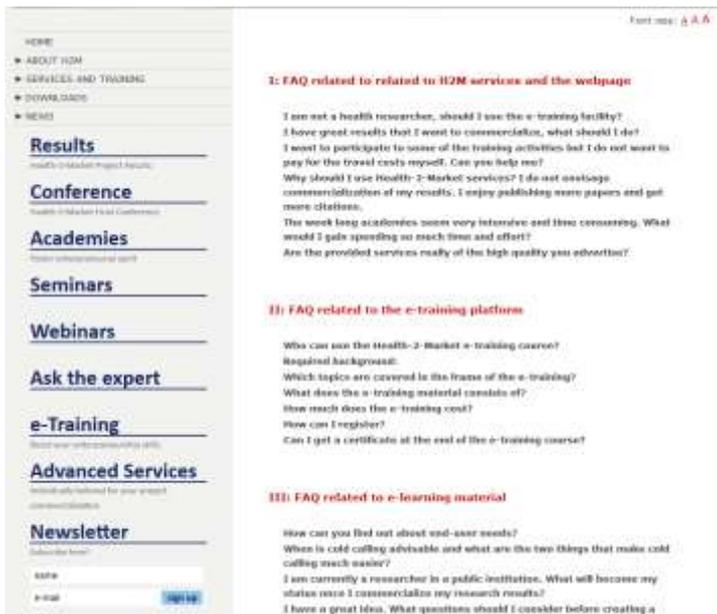
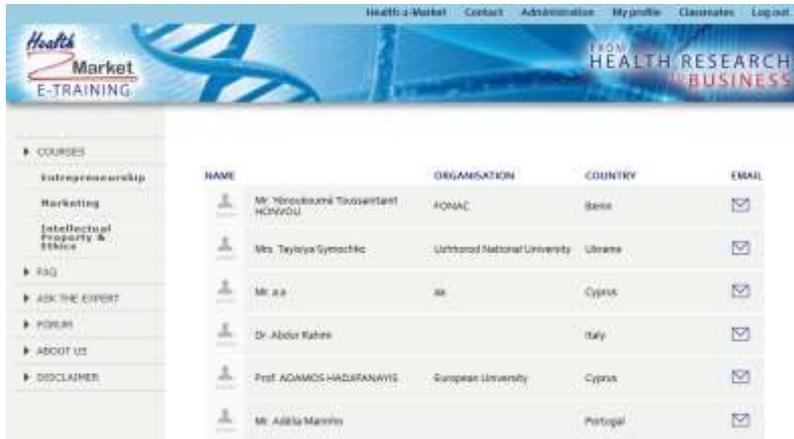


Figure 7: FAQ

Classmates

The ultimate aim of the Classmates function was to facilitate interaction between users and to create networking opportunity to the target group. The users had possibility to contact each other via email



NAME	ORGANISATION	COUNTRY	EMAIL
Mr. Yéroukouhé Toussaint HONVOU	ADAC	Benin	✉
Mrs. Tetelya Synochic	Lithuan National University	Ukraine	✉
Mr. a a	ak	Cyprus	✉
Dr. Abdou Kabre		Italy	✉
Prof. ADAMOS HADIFANAYIS	European University	Cyprus	✉
Mr. Adélia Martins		Portugal	✉

Figure 8: Classmates function

4. Final statistics and indicators

Indicators related to the Health-2-Market e-infrastructure, the number of courses and the number of users benefitting from the service were successfully achieved.

Indicators of the Health-2-Market e-training (DoW)	Target number	Number achieved
Health-2-Market e-infrastructure	1	1
On-line e-learning courses modules	15+	15+
Number of Health on-line users	200+	411 (number of active users until the end of July 2015)

Figure 9: Indicators and the achievements

Researchers participated in highest numbers to the training course on Entrepreneurship and Business Planning. Training course on Intellectual Property and Ethics and the Business Ventures and Marketing registered lower number of participants showing that they do not have enough information on the entrepreneurship and business basics, such as business opportunities scanning, value proposition, market segmentation, competition analysis and business plan development. If they would like to exploit their results they should be equipped with deeper business-related knowledge.

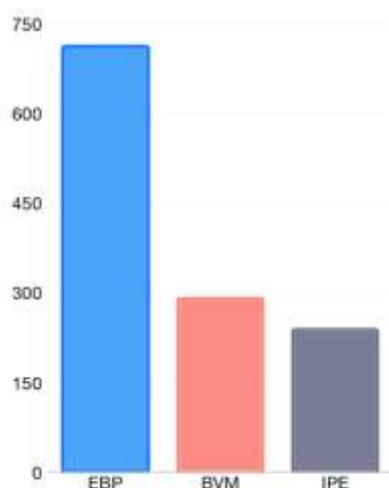


Figure 10: Number of registered users per course

According to the user statistics the most popular presentations are:

- Entrepreneurship course: Entrepreneurs' Mindset
- Entrepreneurship course: Tool 2: The Business Model Canvas
- Intellectual Property & Ethics course: The Transformation to Knowledge-Based Business
- Entrepreneurship course: Tool 3: The Business Plan
- Intellectual Property & Ethics course: Introduction to IAM

5. Sustainability

H2M e-training infrastructure and its components, and ownership of the web-platform itself belong to Europa Media. The e-learning chapters and other content are owned by the authors. Europa Media will be responsible for its technical maintenance for 5 years following the end of the project (until August 2020). The respective authors of the e-learning courses (i.e. business schools partners) will respond to content update requests on an individual basis. The content of the web-platform will be protected by the Creative Commons license CC-BY-NC-ND 3.0 by the end of the project as mentioned above.

Based on the consensus of the project partners the domain registration will be extended by Europa Media when needed. The modules are in a transferable format according to the specific standards (SCORM) so ready-to-be-used by any interested third party. In case of receiving any request from third parties for the utilization of the Health-2-Market e-training material the Business Schools and the project coordinator will carefully assess the request and will make decision on the transition. Europa Media will support the material transition.

After the end of the project the Health-2-Market e-training will be open to anyone without further registration.³

5.1 Health-2-Market mobile application

Health-2-Market project team decided to go beyond the activities and develop a tool which facilitates the professional development of the health and life sciences community. For this purpose Europa Media and QPlan – developed a free of charge mobile **Health-2-Market application** that provides access (anytime and anywhere) to the Health-2-Market e-learning materials, project results and training courses on Smart phones – both IOS and Android – with the same quality as on the website. The application was launched on [Google Play](#) and [App Store](#) on the 1st of July.

³ For more information regarding the sustainability actions of the H2M project assets see D6.5 Exploitation and sustainability plan.

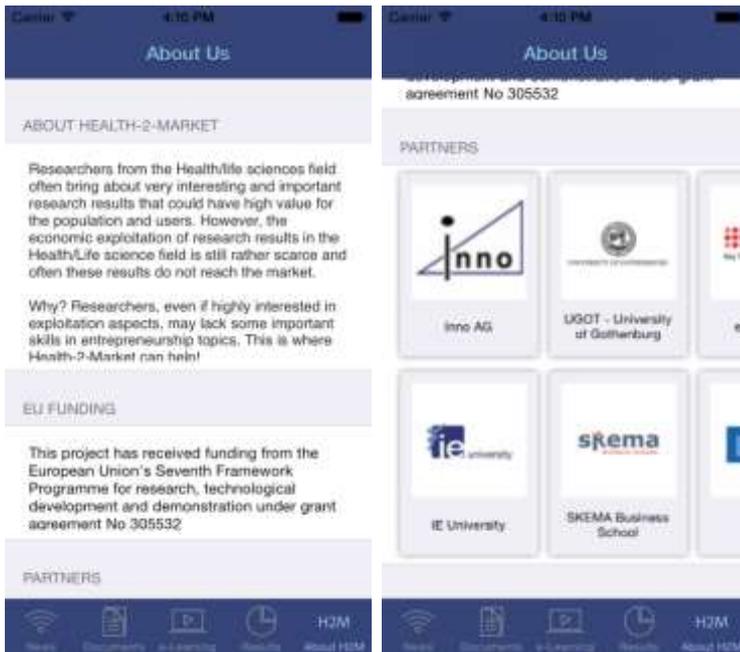


Figure 11: "About us" section of the application

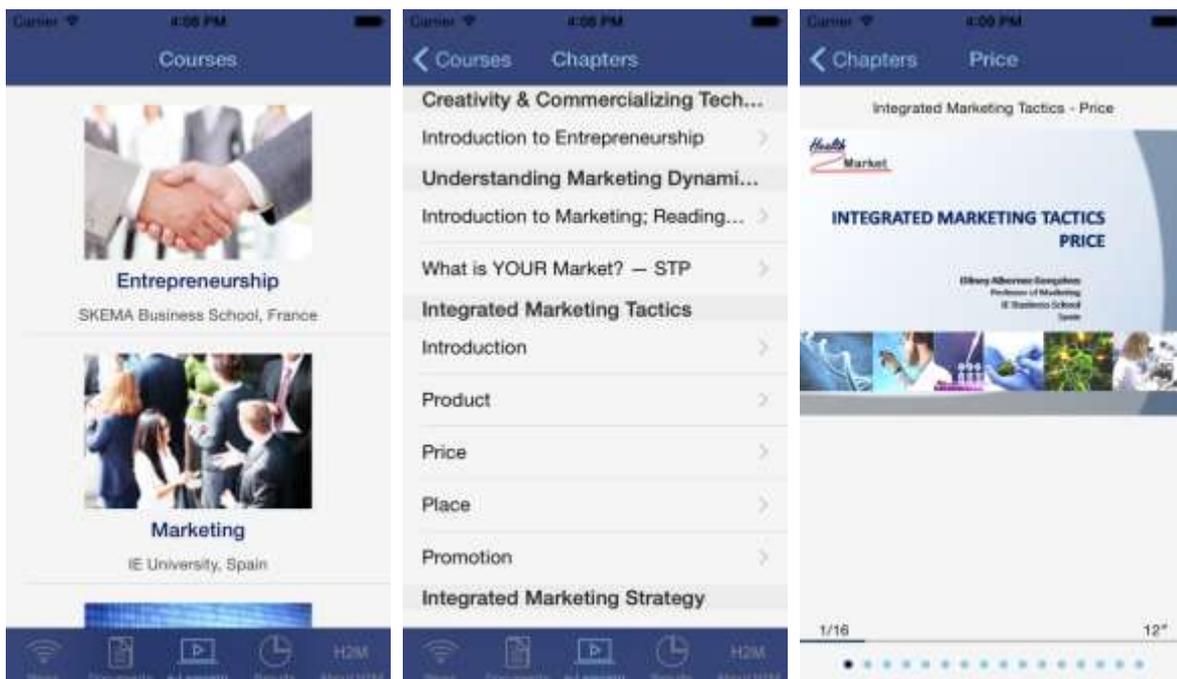


Figure 12: "E-training course" section of the application

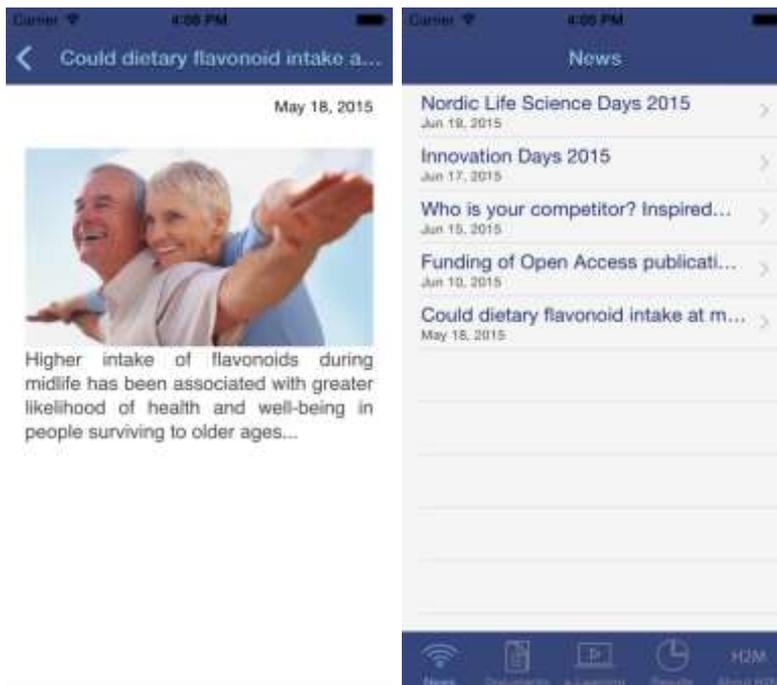


Figure 13: "News" section of the application

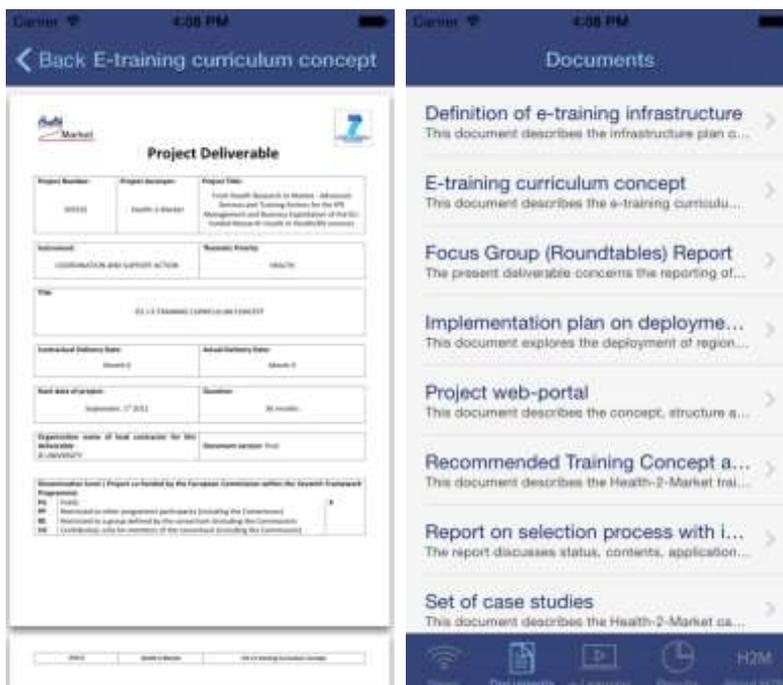


Figure 14: "Documents" section of the application



Figure 15: "Results" section of the application

5.2 MOOC on "Roadmap to Entrepreneurial Mindset and Toolkit", available on UdeMy

With the ultimate aim of disseminating the educational benefits of the Entrepreneurship and Business Planning course, SKEMA Business School transformed the materials into a **MOOC** (massive open online course) which is now available at [UdeMy](https://www.udacity.com/course/roadmap-to-the-entrepreneurial-mindset-and-toolkit).

Business Courses Search for Courses Q udeMy

Roadmap to the Entrepreneurial Mindset and Toolkit

Experience the successful path from an innovative idea to a relevant, robust and attractive entrepreneurial project.

★★★★★ 5 ratings, 350 students enrolled

Instructed by Olivier Philippe Meloni, Cyril Jauchet, Simk Koushik, Professor Dominique Van Praet, Professor Christophe Sempin, Philippe Chivras, Michel Giffard, Otho Business / Entrepreneurship

Free
Start learning Now

More options

Lectures 16
Hours 4 Hours
Skill level All level
Language English
Includes Lifetime access
30-day money back guarantee
Available on iOS and Android
Certificate of Completion

Course Description
You want to access the complete value chain of entrepreneurial tools? This course provides an integrated and systemic toolkit that SKEMA Business School has tested on thousands of projects tested over the past 15 years in postgraduate and executive programs.
The toolkit includes:
1. Building the scope of the project with DMA 360

Students Who Viewed This Course Also Viewed:
Take 4 Simple Steps That Actually Guarantee to Grow Your Business
€43
★★★★★
14,000 (17) / 100% (17) loved it
Success through

Figure 16: MOOC on "Roadmap to Entrepreneurial Mindset and Toolkit"

6. Conclusions

The e-training activity of the Health-2-market project was implemented as planned and provided great support to the users. Based on the feedback received from the users they were happy to have this online training opportunity because the knowledge they acquired can be applied in their job and daily business activities. Partners of the consortium were also committed to the further development of the e-training services and didn't hesitate to go beyond what was planned, therefore the Health-2-Market application and the MOOC on "Roadmap to Entrepreneurial Mindset and Toolkit" were developed for providing further learning possibilities after the end of the project.

7. ANNEXES

Annex 1: Health-2-Market e-learning – Evaluation sheet (Pilot period)

I. What is your profession?

- researcher
- manager/consultant in TTO office
- entrepreneur
- Other (please specify).....

II. Where did you hear about the Health-2-Market e-learning service?

- Newsletter
- Browsing on the web
- Advised by colleague
- I got access when I registered to one of the Health-2-Market seminar/academy
- Other (please specify).....

III. Please evaluate the IT environment of the Health-2-Market e-learning service.

ITEM	EXCELLENT	GOOD	AVERAGE	POOR
Registration process				
Platform accessibility				
Structure of the modules				
Format of the chapters				
IT support				
Social networking opportunities				

Did you see all the images and text in the course clearly? YES/NO

Did you hear all audio files in the course clearly? YES/NO

Did you experience any problems?.....

IV. Please evaluate the content of the Health-2-Market e-learning modules.

Which course did you complete?

- Entrepreneurship and Business Planning
- Business Ventures & Marketing
- Intellectual Property & Ethics

Annex 2: Report on the evaluation of e-training - Pilot Phase

1. Introduction

The e-learning of the Health-2-Market project is available to participants who are interested in receiving either standalone training, or supplementary training to the face-to-face trainings.

Materials are open to both of the groups mentioned above after registration. The e-training service does not only present information electronically, but it is adapted in order to facilitate the learning process, using interactive elements.

The developed H2M e-learning materials were tested in a 6-month long pilot period from September to February 2014. There was a two-month extension in the pilot phase in order to receive an adequate number of evaluations from the users. Based on the experiences and feedback received from the participants the course structure and materials will be updated when needed.

The Health-2-Market project e-learning service was promoted by all the partners through several channels. The past participants of the Health-2-Market seminars and academies received automatic access to the platform.

Till the end of February 465 users registered for the e-learning service. The number of users who opened at least one chapter within the e-learning courses is 206. They are considered to be active users.

2. Evaluation form

Users were asked to evaluate the courses/modules. The evaluation form was sent by email to the active users. In the evaluation form users were asked to provide some personal information such as their profession. They were also asked to name the source from where they were informed about this opportunity.

The profession of the 18 respondents are the following: 7 researchers; 7 manager/ consultant in TTO office; 1 National Contact Point for SMEs, Coordinator of FP7-Project; 1 investments partner; 1 advocate; 1 other

The respondents were informed from the following information sources: Browsing on the web 5; Newsletter 5; Advised by a colleague 4; Got access when registered to one of the Health-2-Market seminar/academy 3; ENTENTE project website 1.

They answered questions about the IT environment, the content of the e-learning modules, achievement of the expected learning outcomes, and to describe most positive and negative aspects of the courses and how they should be improved.

The evaluation form was available till 12 March in order to receive more feedback from the active users. The answers and comments provided by the users are confidential and anonymous.

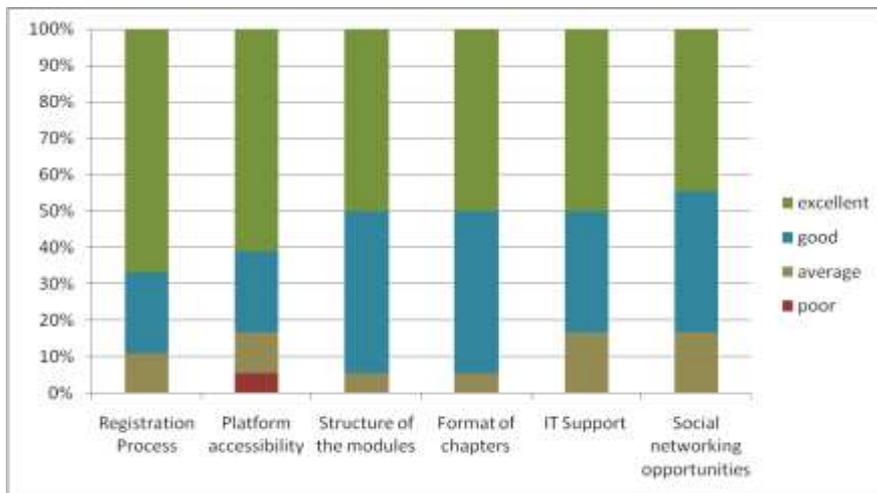
The evaluation form was filled in online:

http://elearning.health2market.eu/evaluation_sheet (see also the Annex).

3. Results of the evaluation

The following data are based on 18 filled evaluation forms.

3.1 IT environment



According to the answers provided by the users the IT environment of the e-learning platform was considered “excellent” or “good”. Concerning the platform accessibility most of the respondents were satisfied except in one case where the evaluation is “poor”. This evaluation came from an investment partner who was not satisfied with a course in general. His/her negative evaluation will be also visible on the following charts.

The structure of the modules, the format of the chapters and the social networking opportunities were evaluated as “good”. In some cases the users reported difficulties in accessing the platform which was mainly caused by the different version (outdated) of the browsers.

The developers had an IT problem with the automatic registration e-mail sent to the participants, because not all e-mail software showed the message properly at academic institutions. These participants received a second e-mail after contacting the platform developer. This experience caused the negative evaluation. The platform developers changed the system and sent out a simple e-mail format without the specific design, not causing any reading problems.

Considering the feedback the partners will develop a guide about the minimum system requirements in order to provide the smooth operation of the platform, and minimize the incoming IT support requests.

The “Classmates” option of the e-learning platform requires further functions and improvement in order to provide better social networking opportunities for the user. (Certainly the privacy issues have to be considered).

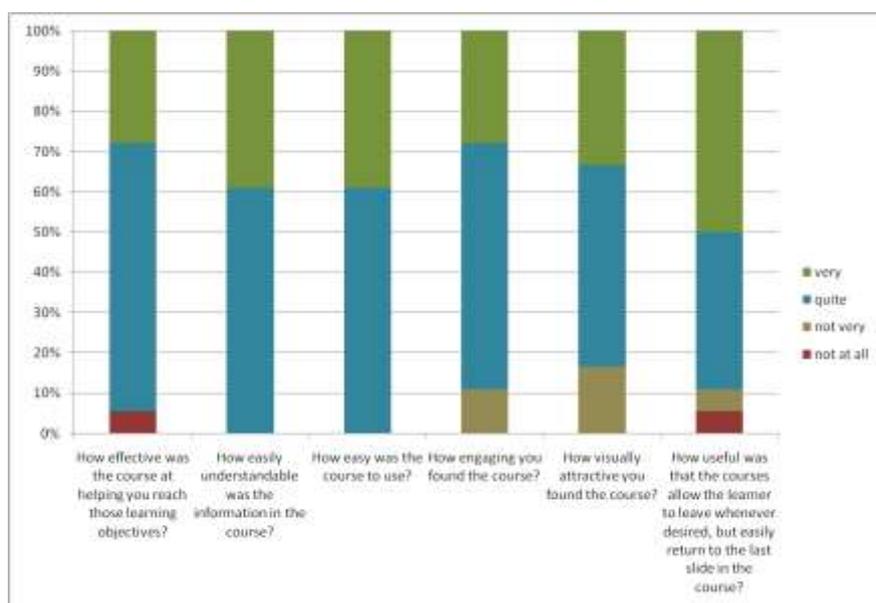
Audio and Video files: The users were able to reach the audio and the video files.

Reported IT problems:

- In the binning, videos were slow and it takes time to start the tutorial. (Intellectual Property & Ethics module)
- In some of the presentations the automatic proceeding did not work (Entrepreneurship and Business Planning)
- Long loading times between slides in certain lectures may cause discomfort. (Intellectual Property & Ethics)

These problems are coming from the IT environment and the PC settings of the users. All users who contacting the responsible partner through the Helpdesk (or through direct contact visible on the website) receive a personal IT support within 24 hours.

3.2 Content of the e-learning chapters



Different target groups had different impression and opinion about the courses. Our main target group, the researchers had very positive opinion about the courses, just like the managers/consultants of the TTO offices. The most negative comments came from an investor partner (two not at all answers and two not very) and another person from “other” position.

The learning outcomes described in the introduction of the modules were well defined and reachable for most of the respondents; some of them were facing difficulties during the interpretation of the content. Because of that the authors of the chapters will be recommended

giving attention to the “language” used and provide an easily understandable version with more examples and more specific examples for the students.

In general the respondents were satisfied with the functions of the platform and they found the system engaging and visually attractive. The function that allows the user to leave whenever desired but easily return to the last slide in the course was welcomed.

100% of the researchers and TTO officers confirmed that the e-learning modules met their expectation; they found the learning experience intellectually satisfying and they benefited from the e-learning modules. All these respondents will be able to apply the acquired knowledge in their job which is the most positive feedback for our e-learning. These users would recommend the Health-2-Market e-learning to others.

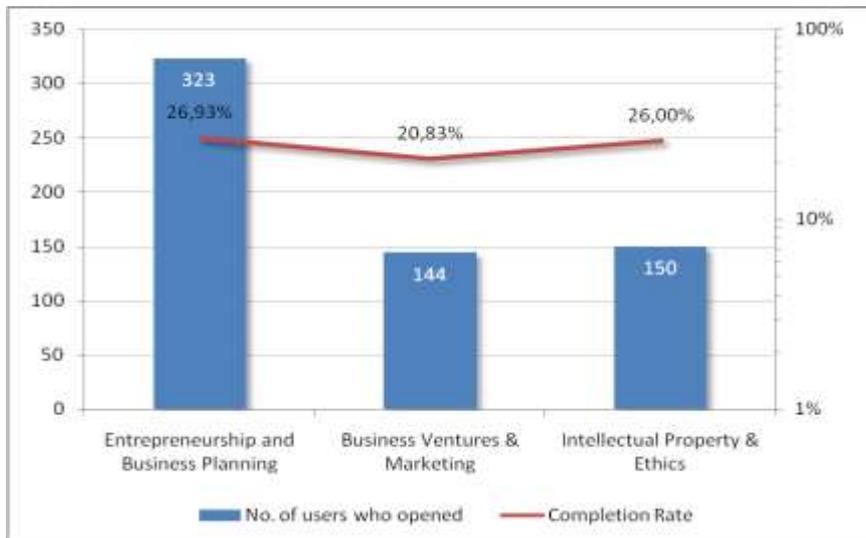
The investor partner had negative answer to all questions, he/she was not able to see all videos, hear all audio files, accessing all chapters. The other respondents had no such problems, so it can be possible that the system used by this one participant was not adequate, which resulted in a negative experience.

The most negative comments were linked to the Intellectual Property & Ethics course, so the content, the interactive elements and the design as well has to be re-evaluated.

Regarding the question on how we could improve the course, the following input was received from the respondents:

- None - for me it was just the right instrument at the right time. Thank you so much!
- Please organize the courses on the other field of research especially material engineering which can be useful for health system.
- For the ISMA 360°: this was not so clear to me. Maybe you would like to insert as 1st slide some objectives of the ppt?
- improving ways could be find in the MOOC platforms as COURSERA ...
- Organize the courses on the other field of research especially material engineering which can be useful for health system.
- Use the latest IT software
- Interest is lost after few minutes => active engagement of the listener... less use of ppt and background speaker..more focussed content

4. Usage statistics



The most attractive and most visited module is the Entrepreneurship and Business Planning module - provided by SKEMA Business School - however the completion rate was almost the same as the Intellectual Property and Ethics module - which was developed by the University of Gothenburg.

Number of chapters within each module: Entrepreneurship and Business Planning – 15; Business Ventures & Marketing – 9; Intellectual Property & Ethics – 4



Course Abbreviation: Entrepreneurship and Business Planning – **EBP**; Business Ventures & Marketing – **BVM**; Intellectual Property & Ethics – **IPE**

Most popular chapters are:

- 1.1 Entrepreneurs' Mindset, Michel BERNASCONI (Entrepreneurship and Business Planning)
- 1. The Transformation to Knowledge-Based Business. Bowman Heiden (Intellectual Property & Ethics)

– 1.2.1 Tool 1: ISMA360©, Dominique VIAN (Entrepreneurship and Business Planning)

No. of users who opened at least one chapter (active users) (February 2014)	204
Average no. of module opened	1,3873
Average no. of chapter opened	3,0245
Average completion rate	17,86%

This table represents the activities of the active users. In average 1,4 module and 3,0 chapters were opened by the active users. Due to the relative low number of the active users the average completion rate is less than 17, 86%.

5. Conclusions

To summarise all feedback we can say that the users are mostly satisfied with the IT environment and the content of the Health-2-Market e-learning courses. They are happy to have this online training opportunity because the knowledge they acquired can be applied in their job.

Based on the suggestions of the respondents partners should provide a guide for the users about the minimum system requirements in order to minimize the incoming IT support requests. Concerning the “language” of the courses it seems that more attention has to be paid to the easy interpretation of the content.

The most negative comments have to be carefully analysed and the course they referred to re-evaluated making sure that such comments do not appear again. Finally, we have to identify tools and actions to motivate the inactive users to use the platform.