



Abstract

From knowledge to market: how to pitch R&D results

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&

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We are all familiar with the elevator pitch of a start-up, but presenting research results to raise money or interest is something new we are not used at. Scientists and researchers are good in presenting at conferences, but the experience shows that they often fail when pitching to a different audience than peers.

This webinar is designed for the ones having the responsibility to work with researchers and help them to progress along the “from knowledge to market” value chain turning R&D results into use, paving the way towards innovations and contributing to SMEs competitiveness, growth and employment.

Participants will be guided through what to know when pitching research results knowing that a R&D result is different from a start-up. It is about addressing challenges and problems, the added value we provide, and explaining how we will mobilise a change (novel service/product/etc.) and who we target, who our “customers” are.

Andrea DI ANSELMO



Andrea Di Anselmo is a founding member of META. He has 25 years of experience in innovation and startup support gained participating to international projects and influencing strategic addresses as member of the BoD of intermediary organizations, research institutes, Business Angels Networks and SMEs. He is in the Board of Directors of META Ventures, the management company operating the Ingenium seed funds in Italy, Slovenia and Poland. Andrea is also Vice President of INSME.