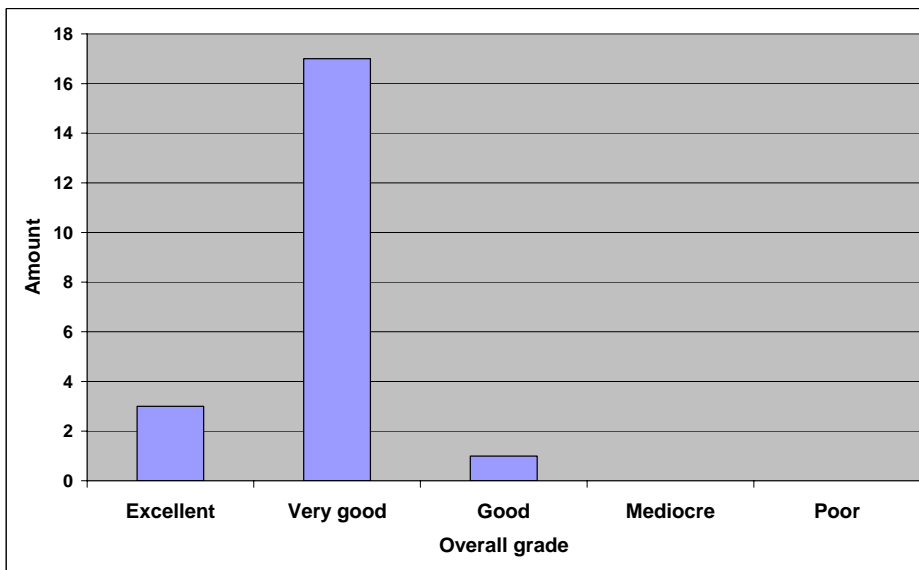


The updated feedback for "New materials, applications and commercialization"

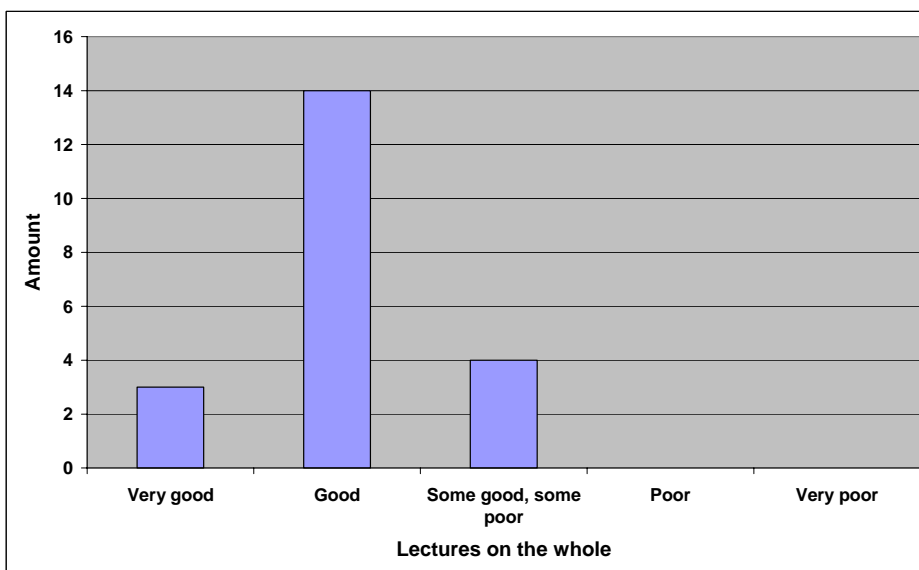
Altogether 21 students out of 26 replied to the course feedback questionnaire. In the beginning of the form there were "General questions", the results of which are presented here with graphs. After the general questions, there were "Free-format comments", and the results for them are presented qualitatively after the graphs.

General Questions

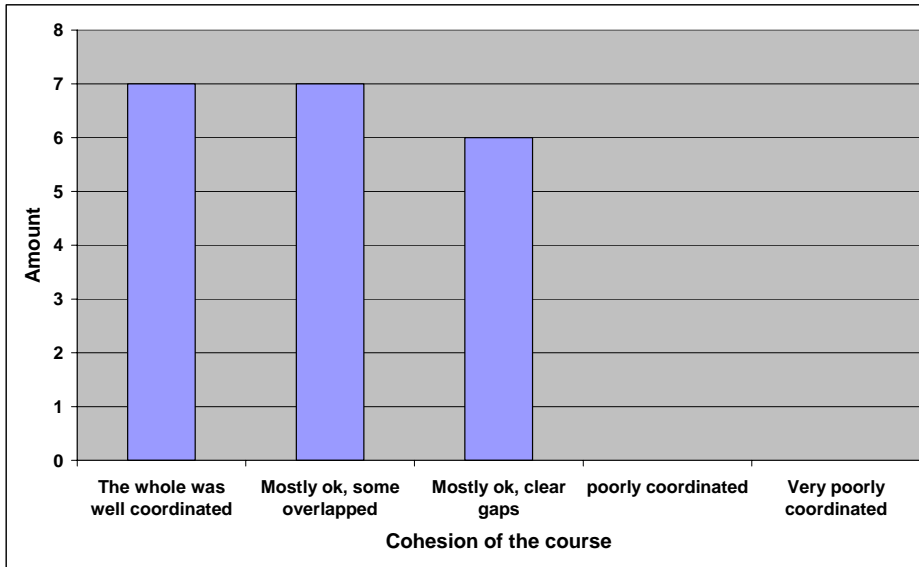
What is your overall grade for the course?



Were the lectures on the whole (with respect to presentation and inspiration)



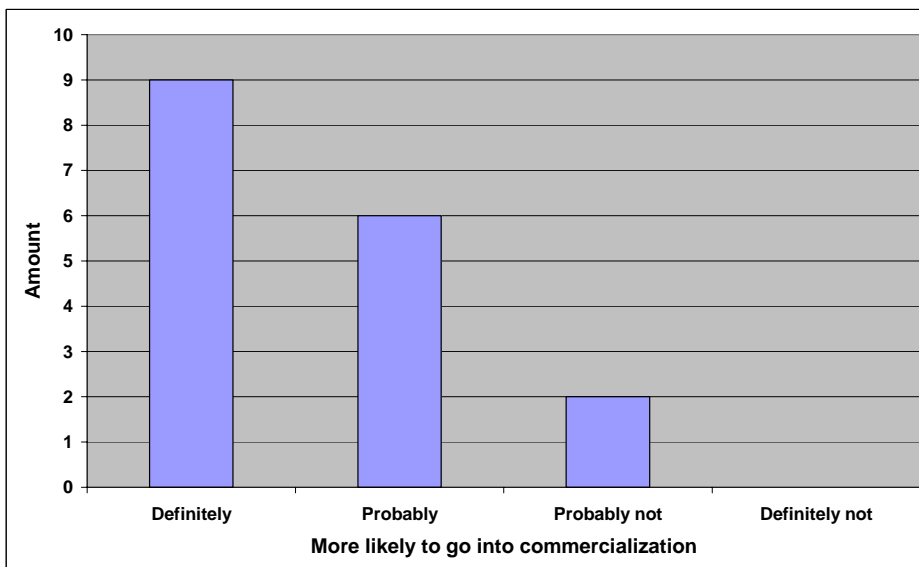
What do you think of the cohesion of this course, i.e. how the contents of the different parts were coordinated with respect to each other?



Answer options:

- The whole was well coordinated
- The coordination was mostly OK, but some parts overlapped directly with each other
- The coordination was mostly OK, but there were clear gaps between some parts of the content
- The whole was poorly coordinated
- The whole was very poorly coordinated

Did the course make you more likely to go into any kind of commercialization of research (either entrepreneurial or within existing organizations)?



Free-format Comments

What were your expectations for the week?

"I did not have very clear expectations. I wanted to learn how to commercialize my research results. Especially, what are the first steps on the road to commercial success."

"Hear encouraging examples on how scientific findings can be turned into commercial success. What to patent, how to patent and when to patent?"

"I wanted to find the right tools for the commercialisation process and to learn how to gain skills for the sales part of the research excluding the typical sources (e.g. Tekes, Finnish Academy) available in Finland."

"To learn the process chain of commercializing a business idea, what needs to be done to achieve success"

"Getting some answers concerning how to approach more commercially and industrially oriented tasks than those encountered in the University."

Did the course fulfil these expectations?

"Yes, and furthermore provided some inspiration and widened my horizon."

"The course fulfilled these expectations partly. The matters were dealt mostly from the perspective of presentators own experience, therefore there was not that much general information."

"Yes, definitely"

"yes, and it gave some other point of views as well e.g. brainstorming habits etc"

"Many yes. There were many good lessons that i had not clearly thought before. Maybe i would have liked to hear how to actually set up a company."

What was good?

"Peter Kelly's part of the course was GREAT! The enthusiasm that he has is something special that cannot be learned. The atmosphere during his lessons was something that i have not experienced earlier. Some of the company talks were also great!"

"the speakers were mostly good, evening events were nice, and the atmosphere in the course was good enough breaks"

"Sales pitch, group tasks, being madly creative, and to be able to get out my comfort zone and think broadly. In total, absolutely brilliant course. Universities should understand the benefits from the courses of this kind."

"The best thing is that the course boarden my view from research field to the business field, give me the idea about how the commercialization happens in reality"

"Interaction, group works, the "investor game", enthusiastic people: both speakers and group leaders (Peter, Arthur and Runar). Different and versatile group tasks. IDEO."

What was bad?

“There was no time for discussion reserved in the program. And some of the presenters were maybe poorly advised as to what was expected from them. Some of them did not know the time period reserved for them.”

“The coherence of the presentations is always problematic when you have many different speakers who do not know about each other's talks.”

“At some points the group tasks were not so clear: Clear problem setting.”

“some of the lecturers were not prepared or didn't think the level of listeners, some lectures overlapped”

How could it have been done better?

“Clear instructions to the speakers as to how long the presentation should be, what are the key issues that needs to be presented. Clear time tables, like 20 min presentation and 10 min reserved for discussion after that. No lunch-time entertainment! Lunch break should be reserved for lunch only. There should be a chairman who keeps the time-table in control. it would be polite for the next speakers. The speakers should know about each others presentations so they would not repeat some things in every presentation.”

“The order of talks should have been different - starting from basics like what is patent and what is it good for, how to protect IPR, where to get money, how real companies have done it etc.”

“Address the group problems/tasks more clearly. The participants will take it from there and follow their own path but without clear initial problem setting, the risk that it will only lead to a mess is high.”

“maybe to check the amount and content of the slides beforehand and then give lecturers some tips if there is way too much of irrelevant things”

What were the main 'take-home messages' (1-3) for you personally?

“The research results can be commercialized - The investors are not interested in technology, but solutions of problems”

“There is a large pool of possibilities to earn money & succeed. Knowledge of sources to look for funding (private, public). Do not hurry up with publication if you see a commercial possibility in your innovation (as well as not necessary patenting if you want to keep the know-how secret)”

“patience, commercializing takes time. Don't ask for permission. If necessary apologize afterwards. Believe in your idea, but don't go down with it, if it fails to succeed.”

“Sales of your work what ever it is. - Get out from the comfort zone.”

“1. A secret is often more valuable than a patent. 2. There are many ways to exploit a good idea, don't go for the first alternative. Consider your choices. 3. Be well prepared, if you are for example seeking for financiers.”

“1. Salesman's way of thinking is beneficial everywhere in research. You will need to sell your idea. 2. To patent or not to patent? Both options should be considered. Patenting means that information is available but publishing the results in a public journal means that no one else can patent that either. 3. Basic steps towards commercialization. It is possible but requires much knowledge, networks and most of all hard work.”