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**Deliverable 3.1 Concept of online communication training to
be delivered to FET researchers**

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1. Background and thematic classification in the BRIEFING process

The online communication training is one of the BRIEFING services targeted towards research oriented participants of FET Open projects. It could be a concrete follow up service after the Innovation Opportunity Workshop. These workshop support researchers in identifying possible commercialization areas for their research results where SMEs / corporates could be interested in licensing the technology. This means that a researcher having identified a promising commercialization area in a BRIEFING workshop and subsequently being interested to get in touch with SMEs and corporates in that field would be trained in the online communication training in how to best present the research results. The focus lies here on communication towards business stakeholders so that these can apprehend the full potential of the technology.


Still, it is not a prerequisite that participants to the online communication training have previously participated in the Briefing Opportunity Workshops. Researchers who already have an idea about potential commercialization areas, can register to the communication training at any time.

Last but not least, researchers with clear entrepreneurial ambitions but still lacking necessary communication skills can also take part in the online communication training.

2. Intellectual concept of the online communication training

The online communication training will build on intellectual outputs of the FP7 project SMART where the concept of the “Research Canvas” has been developed. The latter is a template that helps to structure the presentation of research results to business stakeholders. It covers the following elements:

- Research: Context / Functionality / Results
- Impact: Problem / Comparable solutions / IPR
- Researcher: Competencies and personnel network



The Research Canvas
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Date:

Name:

RESEARCH	YOU	IMPACT
4) Define the context of your research Give some background on the field of technology you are working in. If applicable, describe the larger regional or European project your research is part of.	1) Who are you? Where do you come from, what is your personal motivation / plans for the future	5) What problem do you solve? Key question of your research, problem character, who has this problem?
6) What are the functionalities of your solution? Illustrate the (technological) solution you are working on which aims to solve the previously stated problem.	2) What do you know? Your educational background, key competences you have acquired so far relevant for your research project.	7) How does your solution position itself with respect to other solutions? Unique differentiators against existing solutions/ What other ways are there to solve the problem?
6) What will be the result of your research project? Empiric findings, prototype,...	3) Whom do you know? People from the business and science world whom you can easily reach and who could be eager to cooperate with you	8) Which types of IPRs are involved and who owns them? If applicable, state the „Intellectual Property Rights“ (patents, software code, databases etc.) involved in your research as well as its respective owner (you, university,...)

Figure 1 Research Canvas

The online communication training will consist of two online meetings where the first one is an introduction into the Research Canvas and guidance on how to use it. A concrete example will be provided. The second part is an online meeting where the researchers will present their Research Canvas to the remote audience and the Communication trainer from bwcon. After their presentations, each researcher will get in depth feedback both from the communication trainer as well as from the peers.

3. Practical implementation of the online communication training

The online trainings will take place once a month. Upcoming trainings will be announced on the BRIEFING website (to be finalized by end of January). Participants can register via the website. Technical wise, the consortium envisages to use a free of cost software tool called “zoom” that allows for interactive online conferences. The first online communication shall be held beginning of March. After 6 online communication trainings, the consortium will evaluate the format as well as the Research Canvas and will – if needed – undertake adaptations to the concept.