

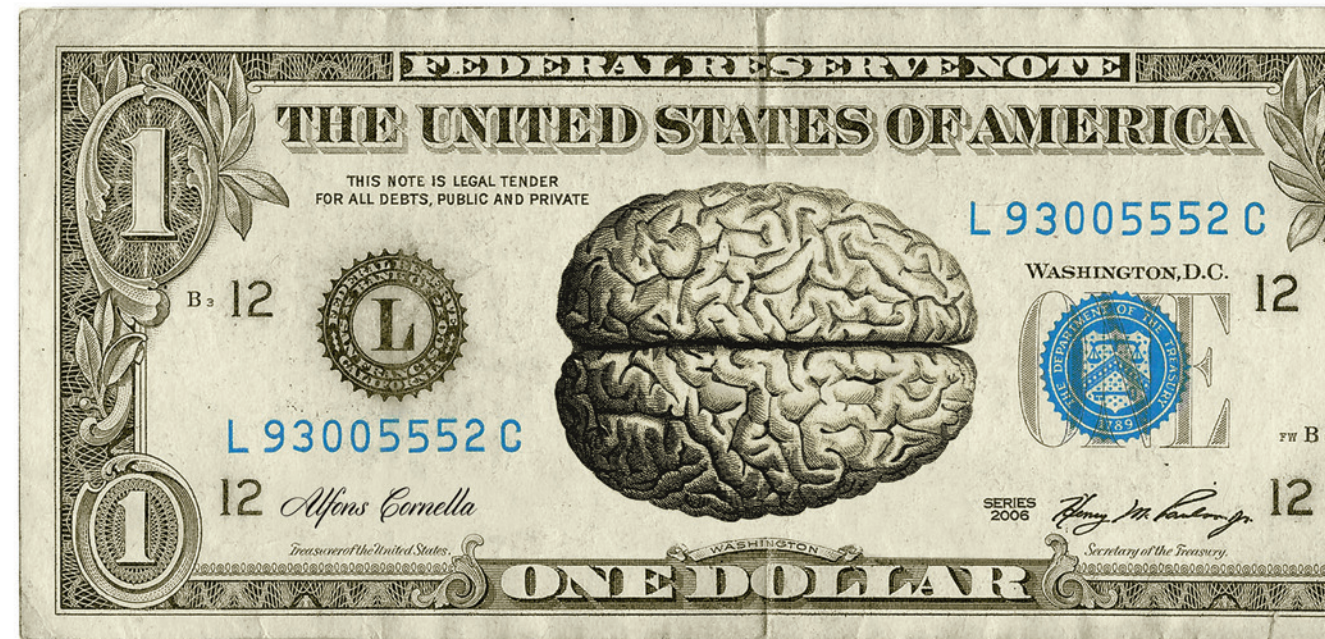
**CONNECTING SMART TEAMS  
IN DIFFERENT INDUSTRIES  
TO GENERATE NEW BUSINESS.**

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**SCIENCE *is* BUSINESS**

#21co-session

FEBRUARY 23TH 2015

IRB BARCELONA & PARC CIENTÍFIC DE BARCELONA

Some of the smartest companies  
that have attended **co-society's** events:


#21co-session

FEBRUARY 23TH 2015

IRB BARCELONA / PARC CIENTÍFIC DE BARCELONA

AM

09:00 REGISTRATION

09:15 WELCOME

*Prof. Joan J. Guinovart, Director of IRB Barcelona*

09:30 SCIENCE IN OUR DAILY LIFE

*Dr. José Ignacio Latorre, Fac. Física UB*

10:00 SCIENCE FLASHES: 10 ideas x 5 minutes, by Post-Docs researchers.

*Dr. Josep Lluís Sánchez-Brugarola, co-society*

11:00 THE STEAM EVIDENCE: bringing science, technology, art and mathematics to schools.

*Mònica Alonso, co-society*

11:10 COFFEE BREAK

11:30 REAL BUSINESS OUT OF SCIENCE: Three local examples of companies that base their business on the conversion of science into new products.

PM

12:30 SCIENCE CONVERSION WORKSHOP: co-society companies and postdocs reinvent the tech transfer and science conversion mechanism between laboratories (universities) and markets (business).

13:30 REAL (UNIVERSITY) SPINOFFS TURNED INTO STARTUPS:

The rules of the game and the reasons for success. Examples of spinoffs that turned into successful startups.

14:00 LUNCH

15:15 ART IS ALSO R&D: "Caballos", a performance.

*Lipi Hernandez team, R+D El Graner (Mercat de les Flors)*

15:45 COLLABORATIVE PROPOSAL OF A NEW SCIENCE/TECH TRANSFER

**MECHANISM:** the result of this co-session is a proposal to a new form of communication/execution of science and technology transfer between labs and businesses. The goal is to get a precise statement of actions to do.

16:30 RADICAL 2: a snapshot of the new Radical Talk (to be launched to an open audience in March 2015). *Alfons Cornella, co-society*

17:00 WRAP UP AND CALL FOR THE NEXT CO-SESSION