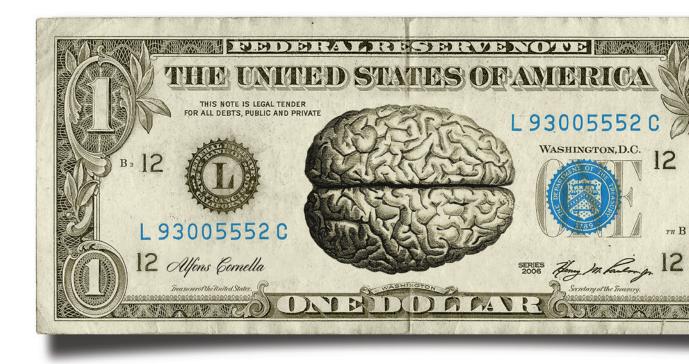
CONNECTING SMART TEAMS IN DIFFERENT INDUSTRIES TO GENERATE NEW BUSINESS.

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SCIENCE is BUSINESS

#21co-session FEBRUARY 23TH 2015

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IRB BARCELONA & PARC CIENTÍFIC DE BARCELONA

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

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FEBRUARY 23TH 2015 IRB BARCELONA / PARC CIENTÍFIC DE BARCELONA

		PM				
09:00 09:15	REGISTRATION WELCOME	 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 scpinoffs that turned into successful startups. 				
09:30	Prof. Joan J. Guinovart, Director of IRB Barcelona 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. <i>Dr. Josep Lluís Sànchez-Brugarola, co-society</i>	14:00 LUNCH				
11:00		15:15 ART IS ALSO R&D: "Caballos", a performance. Lipi Hernandez team, R+D El Graner (Mercat de les Flors)				
	Mònica Alonso, co-society	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				
11:10	COFFEE BREAK					
11:30	REAL BUSINESS OUT OF SCIENCE: Three local examples of com-	and businesses. The goal is to get a precise statement of actions to do.				
	panies that base their business on the conversion of science into new products.	16:30 RADICAL 2: a snapshot of the new Radical Talk (to be launched to an open audience in March 2015). <i>Alfons Cornella, co-society</i>				
		17:00 WRAP UP AND CALL FOR THE NEXT CO-SESSION				





