



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:

								
								
								
								
								
								
								
								

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: 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 SPIN-OFFS TURNED INTO STARTUPS: the rules of the game and the reasons for success. Examples of spin-offs 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 is Normal Talk

Alfons Cornella, co-society

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

CONNECTING SMART TEAMS IN DIFFERENT INDUSTRIES TO GENERATE NEW BUSINESS.

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