

## 1. Call for “iMM innovators”

iMM Lisboa produces cutting-edge scientific research as testified by the many high-quality papers published every year in peer-reviewed international journals. It is a major objective of the iMM Direction that such outstanding research may be translated into biomedical products for the benefit of patients and society as a whole. This is a major challenge for any institution, which requires specific measures and intervention. The EU-funded project “TwinntoInfect” now allows a dedicated budget for a new program focused on innovation and technology transfer, hereby designated “**iMM innovators (“iMMi”)**”.

**iMMi** is aimed at supporting iMM scientists (students, technical staff and researchers, Group Leaders) to develop their ideas, technologies or projects with potential application, with the ultimate goal of commercialization. The successful development of entrepreneurial ideas requires time, money and specific skills. iMMi will provide institutional support to the team(s) selected in an open call opening on 2<sup>nd</sup> June 2017 and closing on the **2<sup>nd</sup> July 2017**.

For that purpose, iMM is calling for all our innovators with potentially applicable ideas/ technologies to participate in a major event that will assess the commercial value and viability of their research.

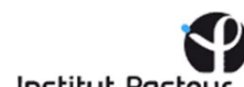
After the call deadline (1<sup>st</sup> July), the proposals will be evaluated by a panel of specialists (appointed by TwinntoInfect partners) for their suitability to iMMi objectives. All suitable proposals/ teams will be invited to present their ideas/ technologies at the main event, which will take place at iMM on **16<sup>th</sup>–17<sup>th</sup> October 2017**. The international panel of specialists (jury) will select the teams to be supported by iMM in subsequent entrepreneurship activities such as skills courses and protection of intellectual property (patentability).

## 2. Applications

The application form (attached) should be submitted until **1<sup>st</sup> July 2017** by iMM students, technical staff, researchers or Group Leaders (Word or PDF format). Each iMM lab or technical facility can submit multiple applications to be considered by the selection panel.

The application form includes:

- (i) Name, lab/ unit, position and e-mail of the iMM members involved in the project;
- (ii) Technology description: describe your idea/ technology in terms that can be understood by scientists with a general background (Max. 8000 characters).
- (iii) Unique features: describe what is unique and different about your idea/ technology (Max. 8000 characters).
- (iv) Potential applications: discuss the ideas that you envision for the application of your science or technology. This should include possible products, services or processes that could be



derived from your research results. Also indicate who are potential customers and/or users for these applications (Max. 8000 characters).

- (v) Technology Readiness Level (TRL): please self-assess the Technology Readiness Level (TRL) of your technology according to the table provided in the application form.

*Please consider the two main criteria for the selection of the projects that will present in the event will be:*

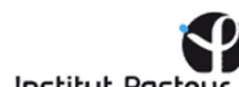
- (A) *Deepness of the idea/ technology, i.e., the set of unique features that makes it competitive on an international scale.*
- (B) *Broadness of the idea/ technology, i.e., the range of products, services or processes that the technology can support.*

### **3. Pitching the idea/ technology/ project**

As preparation before the main event there will be pitching coaching session on the 20<sup>th</sup> September 2017. The purpose of this session is to support the investigators in preparing a short presentation, geared towards business people, of their technology offering.

Investigators will be asked to prepare a presentation to be delivered in 7-10 minutes, covering:

- (1) **The Product Concept and the Market Need:** Uniqueness, innovativeness and clear market need for the product concept must be highlighted. The presentation should clearly describe what the envisioned product concept is and does. The benefits of the product should be stressed over its technical details. There should be also a clear description of how the product idea creates value in the marketplace: what is the real need being addressed?
- (2) **The Technology and the Development Plan.** The technology and the product should be clearly defined with emphasis placed on functions. The presentation should clarify the current state of development of the technology and attempt to outline the necessary technology or product development required to reach TRL5. This should include a timeline and an estimate of necessary funds for continued development (with an explanation of the key assumptions in those estimates).
- (3) **The Market and the First Customer.** The market for the product should be clearly defined. The presentation should make clear that a reasonable effort has been made to segment and define the markets for the product. In particular, the presentation should make clear who the initial customers are and include characteristics of those customers. Appropriate rationale and sources of market information used to define the initial market segment should be credible. Ideally, the rationale for estimating the market size should be provided.
- (4) **The Competitive Advantage.** Analysis of competing technologies is essential to clearly define the product concept's advantage. The presentation should clearly define barriers to market entry and state the competitive advantage of the product offering.



In the main event each team will present their projects in 7-minute presentations to panels of judges. The judges will then have an opportunity to ask questions for up to 10 minutes. With about 3 minutes for transition, each team will have a 20-minute session.

The main event will feature two stages during two days: a feedback round and a ranking round.

- The **feedback round** (Day 1) provides each team an opportunity to learn from a live presentation. The feedback judges will be selected to fill a dual role: they will ask questions related to the judging criteria, and also provide suggestions for how the team can improve their presentation.
- At **the championship round** (Day 2) there will be a new set of judges evaluating the teams and ranking them according to the judging criteria.

#### 4. Why you should participate in iMMi

iMMi will be a great opportunity to present an idea/ technology and to assess its applicability and impact in the market. This will also allow you to integrate your technology in a valorization program of R&D results.

*The best project(s) will receive **funding** and help to define the best IP protection strategy and perform patentability studies. Additionally, you will also have the opportunity to participate in **acceleration programs** such as COHiTEC or Caixa Capital Risc (BCN) in 2018 with dedicated **iMMi support**.*

#### 5. iMMi key dates

June 2 <sup>nd</sup>	Launch/ opening of iMMi call
July 2 <sup>nd</sup>	Deadline for submission of applications
July 31 <sup>st</sup>	Pre-selection: communication of the results
September 20 <sup>th</sup>	Pitch preparation workshop
October 16-17 <sup>th</sup>	Main iMMi Tech Transfer Event and selection of the winning project(s)

***We look forward to reading your application(s)!***

