

# Conference

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Promoting entrepreneurship through University-Industry cooperation

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# Introduction |

Entrepreneurship as a mean to foster economic development

Bridging the gap between research and innovation in Europe is a challenge

A “third mission” for Universities includes: technology transfer and activity in an entrepreneurial paradigm

In food science and technology: most business are small and medium companies

Entrepreneurship as the process of creating new companies and new business development



# Methodology |

How the teaching and learning process in FST can be enriched by the collaboration with a business incubator

A case study was designed to describe and develop the relation and practices between a learning approach in a food science and technology educational program and a related business incubator



## Results |

The learning process benefited from the adoption of a structured framework methodology: model generation, prototype design and customer development

Individual outputs from working groups, different business models were generated for the same business idea (canvanizer.com was exploited for thinking and presentation)



## Key Partners



Who are our Key Partners?  
 Who are our key suppliers?  
 Which Key Resources are we acquiring from partners?  
 Which Key Activities do partners perform?

How do we create value through partnerships?  
 Do we have any key partnerships?  
 Do we have any key suppliers?  
 Do we have any key partners?  
 Do we have any key partners?

## Key Activities



What Key Activities do our Value Propositions require?  
 Our Distribution Channels?  
 Customer Relationships?  
 Revenue streams?

How do we create value through key activities?  
 Do we have any key activities?  
 Do we have any key activities?  
 Do we have any key activities?

## Value Propositions



What value do we deliver to the customer?  
 Which one of our customer's problems are we helping to solve?  
 What bundles of products and services are we offering to each Customer Segment?  
 Which customer needs are we satisfying?

How do we create value through value propositions?  
 Do we have any value propositions?  
 Do we have any value propositions?  
 Do we have any value propositions?

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
 Which ones have we established?  
 How are they integrated with the rest of our business model?  
 How costly are they?

How do we create value through customer relationships?  
 Do we have any customer relationships?  
 Do we have any customer relationships?  
 Do we have any customer relationships?

## Customer Segments



For whom are we creating value?  
 Who are our most important customers?

How do we create value through customer segments?  
 Do we have any customer segments?  
 Do we have any customer segments?  
 Do we have any customer segments?

## Key Resources



What Key Resources do our Value Propositions require?  
 Our Distribution Channels? Customer Relationships?  
 Revenue Streams?

How do we create value through key resources?  
 Do we have any key resources?  
 Do we have any key resources?  
 Do we have any key resources?

## Channels



Through which Channels do our Customer Segments want to be reached?  
 How are we reaching them now?  
 How are our Channels integrated?  
 Which ones work best?  
 Which ones are most cost-efficient?  
 How are we integrating them with customer routines?

How do we create value through channels?  
 Do we have any channels?  
 Do we have any channels?  
 Do we have any channels?

## Cost Structure

What are the most important costs inherent in our business model?  
 Which Key Resources are most expensive?  
 Which Key Activities are most expensive?

How do we create value through cost structure?  
 Do we have any cost structure?  
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How do we create value through cost structure?  
 Do we have any cost structure?  
 Do we have any cost structure?  
 Do we have any cost structure?



## Revenue Streams

For what value are our customers really willing to pay?  
 For what do they currently pay?  
 How are they currently paying?  
 How would they prefer to pay?  
 How much does each Revenue Stream contribute to overall revenues?

How do we create value through revenue streams?  
 Do we have any revenue streams?  
 Do we have any revenue streams?  
 Do we have any revenue streams?



## Results |

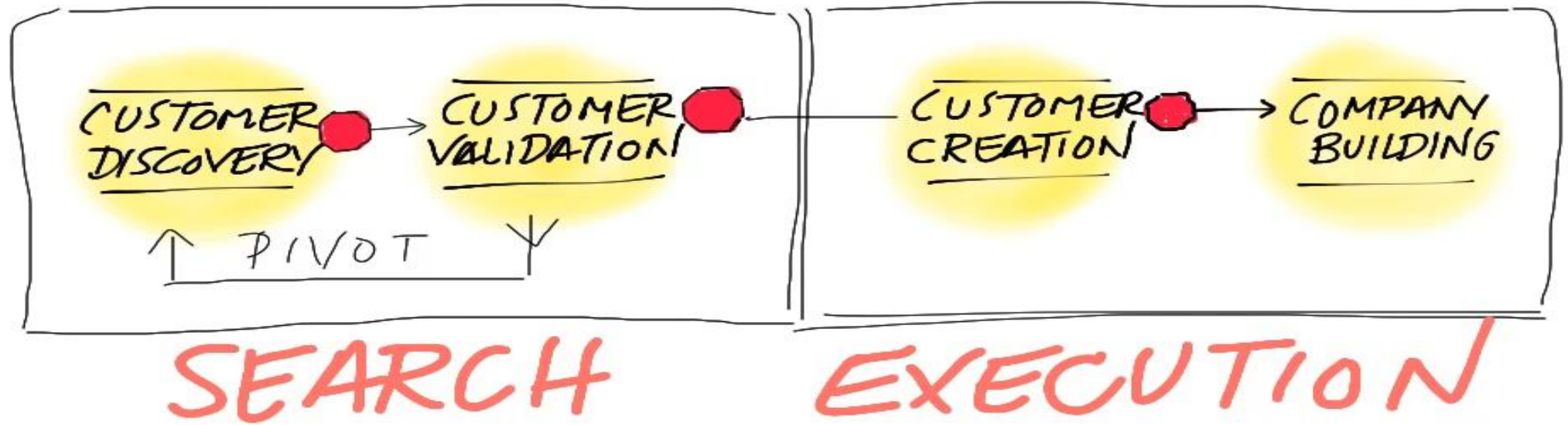
Prototypes are being developed for 30% of the business ideas

Customer development will be not achieved



# The CUSTOMER DEVELOPMENT PROCESS

In other words...



## Conclusions |

The case study demonstrated that stronger skills development was needed to enable students and young researchers to be more aware of business development fundamentals and also of improved softskills

Timing and format for involvement of companies in new business projects varied with the nature and maturity of projects and teams

Exposure should promote not only a better incorporation of business needs but also a better awareness from the industry side



## Conclusions |

Other benefits were identified: first potential clients, increasing relevance of business ideas, time reduction to market and support decisions about IP

Relevance of closer and earlier articulation between university and industry in educational and training programs



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