



From PhD to business opportunity: the role of I3P in the CoACH project's case

Veronica Sgobio

UZDOC 2.0

Knowledge sharing event

15th May 2018, Politecnico di Torino

About I3P

I3P is the Incubator of Innovative Enterprises' of the Politecnico di Torino.

A **consultancy** and **advisory** company serving:

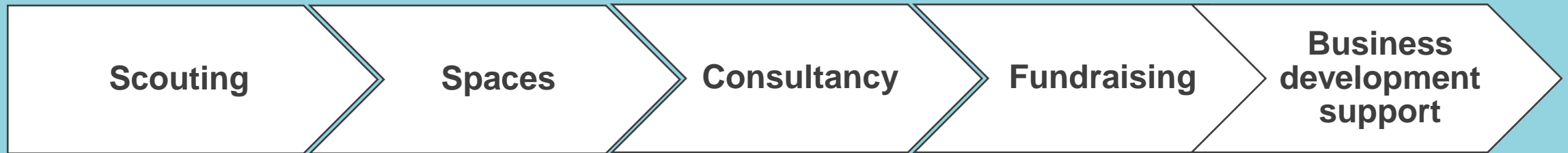
- Students, Researchers and Lecturers
- Entrepreneurs
- Companies willing to create Spin-offs

Publicly owned firm with an innovative business model and with a **strong orientation to results** and **to the market**.



Co-funded by the
Erasmus+ Programme
of the European Union

I3P's services and activities



- Politecnico di Torino (spin-offs) and outside
- Events (competitions, hackathons)

- Private offices
- Coworking desks
- Secretarial services
- Common areas

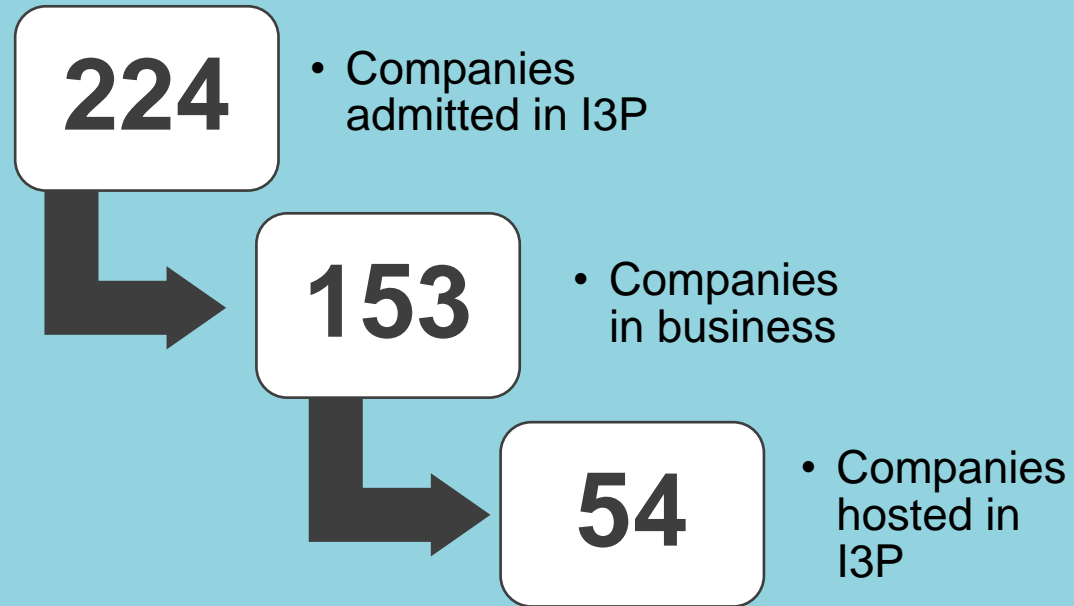
- Strategic consultancy
- Specialist consulting

- Equity fundraising
- Debt fundraising

- Participation in fairs
- Sales network development

I3P in numbers

Since 1999



2017

- 597 ideas collected
- 123 projects launched
- 32 companies created
- 17 companies admitted in I3P
- 3M€ seeds investments
- 6M€ early stage investments

I3P and PhD: advising phases

1. Development level analysis and guidelines definition
2. Brief technical and business analysis
3. Business Opportunity Assessment (BOA)
4. Business model definition
5. Business planning
6. Seed capital search

CoACH project

European research project, coordinated by Politecnico di Torino

- Focus on advanced glasses, composites and ceramics for high growth industries
- Involved 5 universities, 10 private companies and 15 PhD researchers

Fields of application:

- Health
- Energy
- ICT
- Environment

- High-level researches
 - Business applications
 - Innovative companies

I3P's role in the CoACH project

Support in writing the exploitation plan:

- Relevant results after research
- Benefits and fields of application
- Main players operating in those fields
- Strategic choices (analyzing different criteria and alternatives)
- Operations
- Value

I3P's tutors applied advising phases and procedures to these researches.

CoACH project - Results

Evaluation of the exploitation plans

- Critical analysis based on expected results
- Market applications for the researches

Sharing the results

- Partners of the initiative
- Exploitation models and expected created value
- Customization of plan for final presentations (scheme and activities)

Key role of I3P's tutors and consultants in analysing and correcting the documents.



Thank you!