VITALISE
SUMMER SCHOOL
2023

Commercialization Bootcamp Program

Day 1 | Tuesday 06 June 2023

Time	Session
09:30 - 10:00	**Welcome**
10:00 - 10:30	**Real-world Commercialization Successes & Challenges**
10:30 - 11:00	**Scaling up from a R&D project to a real business case: ReMember-Me Project**
11:00 - 11:30	**Pathways for Commercialization**
11:30 - 11:45	**Coffee Break**
11:45 - 12:00	**User / Customer Profiling**
12:00 - 13:00	• **Group Work #1:** User Profiling and customer needs • **Group Work #2:** Problem - Solution Fit
13:00 - 14:00	**Lunch Break**
14:00 - 15:00	**Revenue Models** **Group Work #3:** Identifying Revenue Streams
15:00 - 16:00	**Discussion & Reflections**

*Participants need to bring their laptops!

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Day 2 | Wednesday 07 June 2023

Time	Activity
09:30 - 10:15	**Assessment tools for commercialization potential + Example**
10:15 - 10:45	**Leveraging Your Intellectual Property: licensing and other issues**
10:45 - 11:30	**Investment Basics for Tech Startups: Funding Cycles & Structures**
11:30 - 11:45	**Coffee Break**
11:45 - 13:00	• **Loop Diagnostics:** Startup Commercialization Case Study • **Discussion & Q/A**
13:00	**Lunch and Departure for Excursion to LL**

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Summer School Program

Day 3 | Thursday 08 June 2023

Developing your own research through Living Labs

Timeslot	Session
09:15 - 09:30	**Registrations & Welcome**
09:30 - 10:00	**Icebreaker and get to know each other**
10:00 - 10:30	**Living Labs 101:** benefits, pitfalls, and challenges
10:30 - 11:00	**Creating research through Living Labs**
11:00 - 11:30	**Living Labs innovation process and services**
11:30 - 13:00	**Hands on session**: Emerging research design and innovation processes through LL
13:00 - 14:00	**Lunch Break**
14:00 - 15:00	**Living Labs Governance & Business models**
15:00 - 16:00	**Experimentation, stakeholder engagement & co-creation in Living Labs through case studies**

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Summer School Program

Day 4 | Friday 09 June 2023

Putting the life into your Living Lab: VITALISE Tools

Timeslot	Session
09:30 - 10:00	**Welcome and introduction of the second day**
10:00 - 11:00	**Harmonization of the Health and Wellbeing Living Lab process and ICT tools**
11:00 - 12:00	**Hands-on workshop on VITALISE system for data discovery and analysis**
12:00 - 13:00	**Workshop on the VITALISE Living Lab Lexicon**
13:00 - 13:30	**Wrap up, opportunities for collaboration and conclusions**