



SEMINAR

COMMERCIALIZATION & KNOWLEDGE TRANSFER AT THE UNIVERSITY

JUNE 8, 2023 (10:30A.M.-16:00 P.M.).

BIG CONFERENCE HALL (N401) OF EEU

GEORGIAN TIME	AGENDA
10:00 – 10:30	Registration and Reception (Coffee/tea)
10:30 – 11:00	<u>Opening of the seminar/Welcome speech:</u> Shalva Machavariani Vice-Rector for Scientific Affairs of East European University (Tbilisi, Georgia) Tea Imedadze Vice-rector for International and Administrative Affairs Vasil Kikutadze Dean of the Faculty of Business and Engineering of East European University Eva Kostikov Project Coordinator; Head of the Finance Department of the University of Finance and Administration (Prague, Czechia)
SPEAKERS	
11:00 – 11:15	Ewa Nocun Intro-Commercialization& the life cycle of innovation. Culture of Entrepreneurship
11:15 – 12:15	Rudolf Leska Intellectual Property Created at the University and IP Protection
12:15 – 12:45	Ewa Nocun From Idea to Market -MVP, Start-up - spin-off/out (Success or Failure)
12:45 – 13:00	Rudolf Leska How to set up start-up
13:00 – 13:30	Break (Coffee/Tea)
13:30 – 14:30	Ewa Nocun Tools& Validation Process: BMC,SWOT, PEST, etc.
14:30 – 15:30	Rudolf Leska Knowledge Transfer and Agreements - Licenses, etc.
15:30 – 16:00	Q&A,Wrap-up
18:00	Welcome evening party