

# Biochemical and Biomedical Innovation

Course code: 740381A

ECTS credits: 2 or 5 credits

Language of instruction: English

Timing: September 2020 – December 2020

Registration: WebOodi or email to [Maarit.Jokela@oulu.fi](mailto:Maarit.Jokela@oulu.fi).

Learning outcomes: The aim of the course is to get student familiar with:

- the core skill set required to recognize opportunities/needs and how to validate creative ideas
- the concepts of intellectual property rights (IPR)
- the core skill set of searching patent databases
- the concepts of how to pitch an idea

Mode of delivery: Online

Learning activities and teaching methods: 19 hours of lectures/workshops

Prerequisites or co-requisites: -

Assessment methods: For 2 ECTS

- 1) participation in at least 70% of lectures / workshops (7 of 9),
- 2) exercises + learning diary + final pitch.

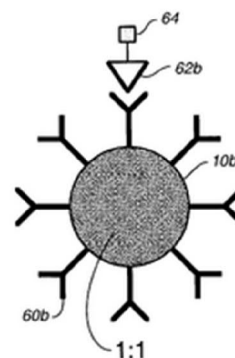
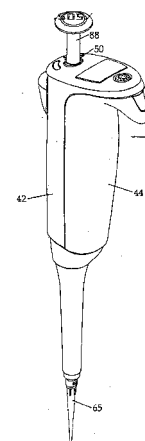
For 5 ECTS

- 1) participation in at least 70% of the lectures/workshops (7 of 9),
- 2) exercises + learning diary + final pitch,
- 3) submission of Proof-of-concept (PoC) funding application

Grading: pass/fail

Recommended or required reading: -

Person responsible: Professor Lloyd Ruddock



## Content and Time Schedule:

Week 40: 30.9. Wed at 4.15-5 pm	Introduction to Innovation Lloyd Ruddock, Professor, FBMM
Week 41: 7.10. Wed at 4.15-6 pm	Course requirements From idea to innovation Maarit Jokela, Innovation Manager, University Innovation Centre <ul style="list-style-type: none"> <li>Idea-Invention-Innovation</li> <li>How are new inventions made?</li> </ul>
Week 42: 12.10. Mon at 4.15-6 pm	Introduction to IPR Maarit Jokela, Innovation Manager, University Innovation Centre <ul style="list-style-type: none"> <li>IP rights – what are they?</li> </ul>
Week 42: 14.10. Wed at 4.15-6 pm	Creative thinking Nina Jackson & Mia Kemppaala, Planning Officers, Tellus <ul style="list-style-type: none"> <li>How to recognize opportunities and what is needed?</li> <li>Tools for creative thinking</li> </ul>
Week 44: 28.10. Wed at 4.15-6 pm	IP rights: Third party monitoring, freedom-to-operate analyses and potential disputes with a competitor Ulla Lenkkeri-Schütz & Simon Mügge, German & European Patent Attorneys, European Trademark and Design Attorneys, Kolster Oy Introduction to patent databases Maarit Jokela, Innovation Manager, University Innovation Centre <ul style="list-style-type: none"> <li>When and how to use patent databases?</li> </ul>
Week 45: 4.11. Wed at 4.15-7 pm	Design Sprint inspired -workshop 1 Nina Jackson & Mia Kemppaala, Planning Officers, Tellus <ul style="list-style-type: none"> <li>Problem framing</li> <li>Ideation</li> <li>Storyboarding</li> <li>Validation</li> </ul>
Week 46: 9.11. Mon at 4.15-6 pm	Patent Searching workshop Maarit Jokela, Innovation Manager, University Innovation Centre <ul style="list-style-type: none"> <li>Learn to use patent databases</li> <li>How to validate your idea?</li> </ul>

Week 47: 18.11. Wed at 5.00-7 pm	<p>Design Sprint inspired -workshop 2</p> <p>Nina Jackson &amp; Mia Kemppaala, Planning Officers, Tellus</p> <ul style="list-style-type: none"> <li>• Validation</li> <li>• Prototyping</li> <li>• Presenting</li> </ul>
<p>Week 47 (duration 45 min)</p> <p>Recorded session on Moodle, available starting from week 47</p>	<p>How to pitch?</p> <p>Nina Jackson &amp; Mia Kemppaala, Planning Officers, Tellus</p> <ul style="list-style-type: none"> <li>• Presentation techniques</li> <li>• How to form a pitch?</li> </ul>
<p>Week 48: 25.11. Wed at 4.15-7 pm</p> <p>Optional, book a 15 min time on Zoom for personal feedback for your presentation</p>	<p>Feedback session for pitches</p> <p>Nina Jackson &amp; Mia Kemppaala, Planning Officers, Tellus</p> <ul style="list-style-type: none"> <li>• Personal feedback for the pitch</li> </ul> <p>Material for final pitches need to be sent to <a href="mailto:nina.jackson@oulu.fi">nina.jackson@oulu.fi</a> / <a href="mailto:mia.kemppaala@oulu.fi">mia.kemppaala@oulu.fi</a> at latest on Tue 1.12.2020.</p>
Week 49: 2.12. Wed at 4.15-6 pm	<p>Final pitches</p> <p>Nina Jackson &amp; Mia Kemppaala, Planning Officers, Tellus</p> <ul style="list-style-type: none"> <li>• Pitches for experts in the field</li> </ul>
31.1.2021	Deadline for submission PoC funding application (5 ECTS only)