

# Productisation of your own expertise

This course will help you to describe your expertise in targeted manner and see how your expertise matches with the general needs and requirements when

1. planning to apply **research funding**
2. applying **a job**/want to change your current job description
3. planning to **commercialize research results** (e.g. apply TUTLI funding from Business Finland or establish a company)

In each case you need to describe your message according to your target.

Maximum number of participants is 10 persons / each group

## Time:

Part 1: 12<sup>th</sup> Dec at 11.30-16.00

Part 2: 13<sup>th</sup> Dec at 9.00-12.00

## Place:

Business Kitchen @Tellus Innovation Arena

## Trainers:

*Anna-Marja Hoffren / Strategic Scientific Consulting Finland Oy*

- <https://fi.linkedin.com/in/anna-marjahoffren>
- involved in research, recruiting personnel, business development as well as currently working as an entrepreneur.

*Cait Murray-Green / Strategic Scientific Consulting Ltd*

- <https://uk.linkedin.com/in/caitmurray>
- involved in research, sales and marketing, recruiting personnel as a CEO, as well a creating businesses and being an entrepreneur.

## Organized by:

Innovation Services

## Registration to:

<https://bit.ly/2RCePsi> at latest 4<sup>th</sup> December

## More info:

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