



# SS3 – From Research to Business : socio-economic impacts

CENTRE D'ETUDE DE LA PERFORMANCE DES ENTREPRISES –  
CEPE – HEC ULIEGE

PROF. DIDIER VAN CAILLIE – [D.VANCAILLIE@ULIEGE.BE](mailto:D.VANCAILLIE@ULIEGE.BE)



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# Our agenda (2/2)

**November, 23 :**

*9.30 – 10.00 : From Research to Business : an entrepreneurial approach*

*10.00 – 12.30 : From Research to Business: initiating your own value proposition with the Jobs-Pains-Gains methodology (D. Van Caillie & C. Honhon – Moving from group to group on the Collaborate platform)*

*13.30 – 15.00 : Exploitation strategy : exploitation of results (Andrea Di Anselmo)*

***15:00 – 16.15 : From Research to Business: Creating your own Business Model with the CANVAS methodology – Feed-Backs from the groups***

*16.30 – 18.00 : Lessons from experience*

*16.30 The Artialis case (Yves Henrotin)*

*17.15 The Cytomine case (Grégoire Vincke)*



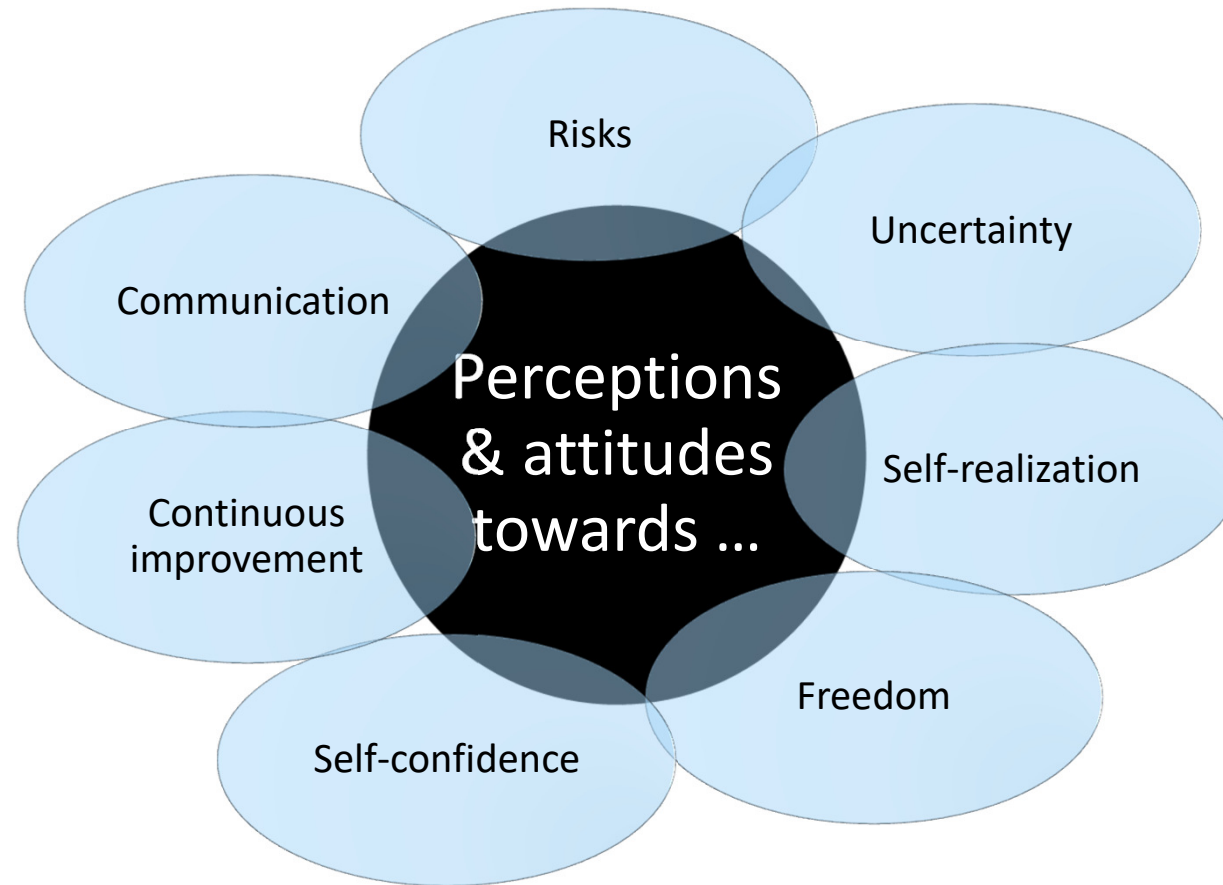
# 9.30 – 10.00 : From Research to Business : an entrepreneurial approach

BY DIDIER VAN CAILLIE



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# To be an entrepreneur ...

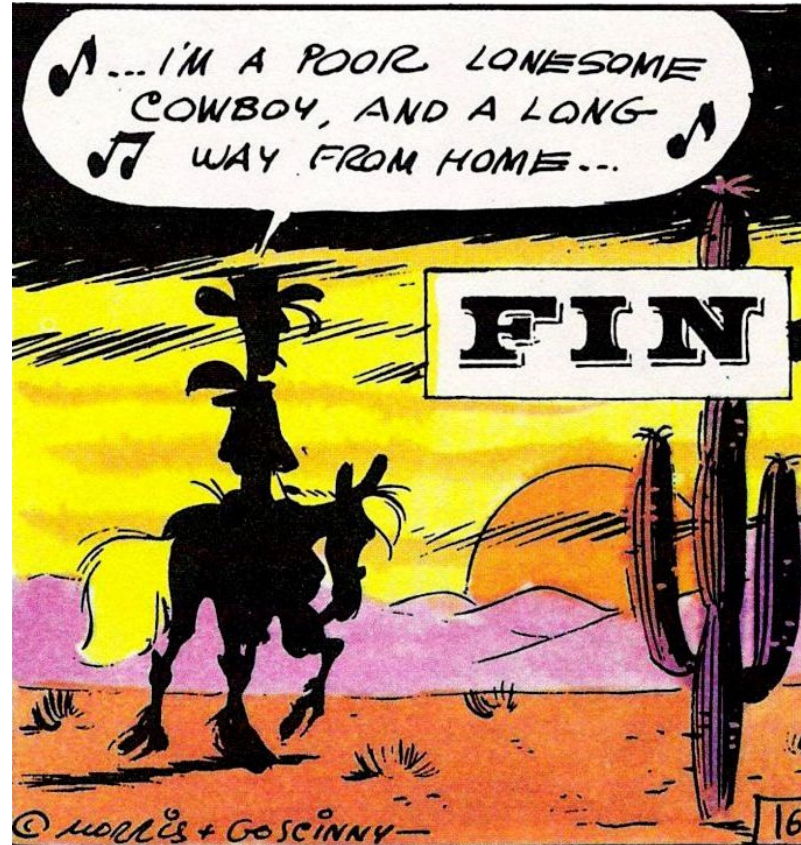


... is not far from being a good researcher !

... and is not to be a poor lonesome cow-boy !

Business  
Eco-System

Networking

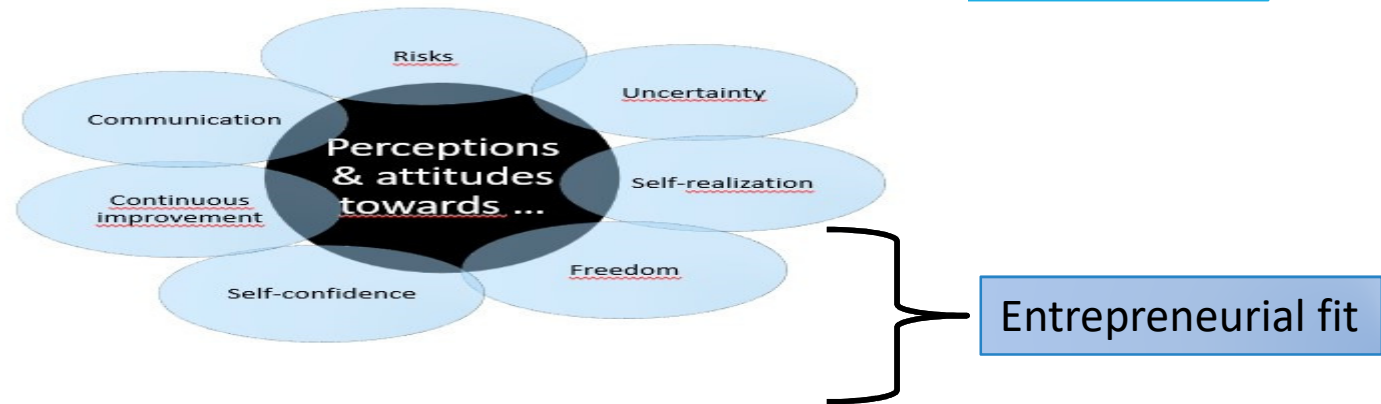


Co-creation

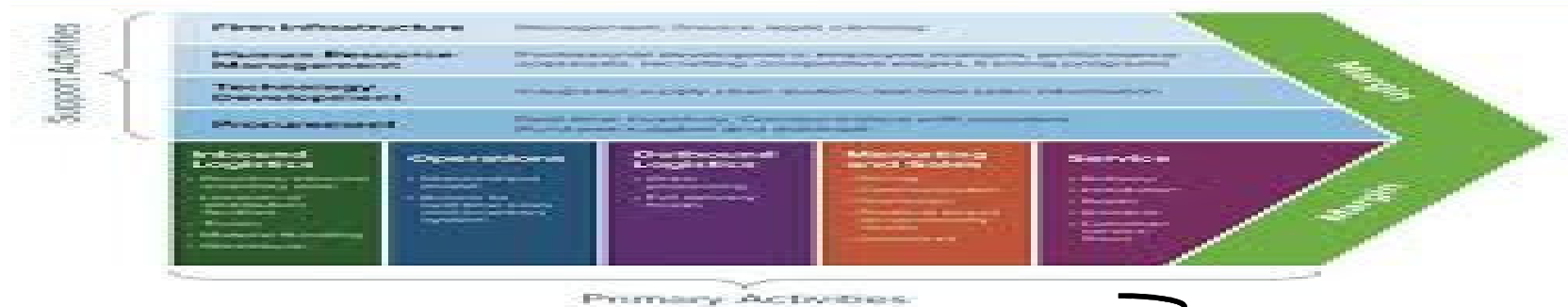
Communication

... just like a good researcher !

# First of all, generating ideas !



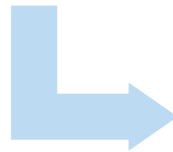
## Value Chain Analysis



**And finally,  
what is  
expected  
from you  
today ?**

Generating  
ideas for a  
new product  
or service

- As a group, which are your competences ? Expertise ? Specific know-how ?
- Which customer segment could be interested by your specific know-how ? Aquaculture industry ? Pharmaceutical industry ? Diagnosis test industry ?
- How can you translate into a (intellectual) service or a product for a customer segment ?



Elaborating a  
Value  
Proposition  
for your new  
venture

- Based on the Value Proposition Design methodology
- For ONE customer segment only !
- Based on your current perception of the Jobs – Pains & Gains of your customer segment



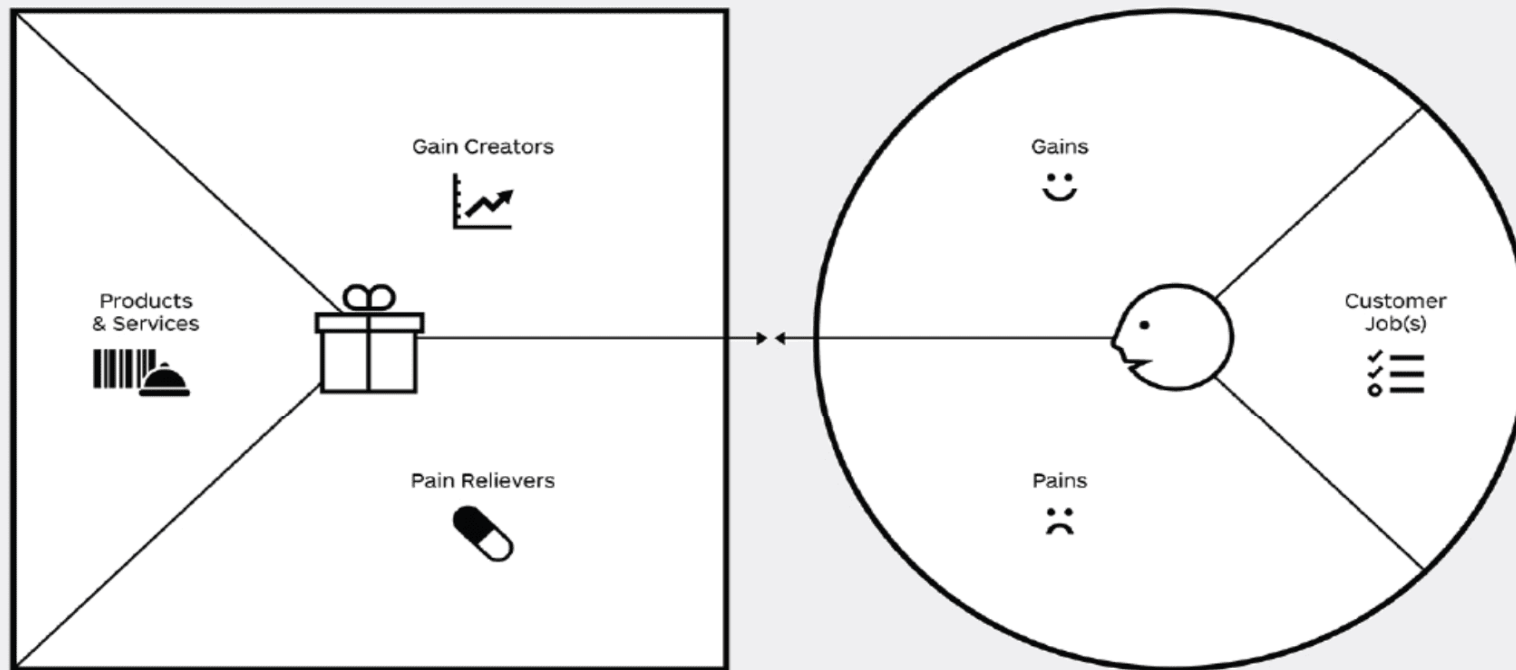
Elaborating a  
Business  
Model  
CANVAS for  
launching your  
new venture

- A schematic one !
- Incorporating some of the strategic paradoxes presented

# The Value Proposition Design Methodology

## Value Proposition Canvas

by Alex Osterwalder





# The Business Model CANVAS framework

