

Science, Innovation, Technology & Entrepreneurship for Societal Welfare
SITE4Society

Organization Committee :
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A UNU-MERIT Event Series
November 1, 2017
January 17, 2018
May 16, 2018

UNU-MERIT Boschstraat 24 6211 AX Maastricht The Netherlands
Venue: UNU-MERIT, Conference Room 0.16-0.17
Time: 10:30 - 16:30

**Conversations between people who are changing the world
and academics who are doing research about change**

In UNU-MERIT, we study the evolutionary processes that are pushing the knowledge frontiers of science, their transformation into technology and innovation by entrepreneurs and intrapreneurs, and their impact on society. New science, technology and innovation may have the potential to address a sustainable development challenge – as given by the sustainable development goals (SDGs). At the same time, the solution design for one SDG may generate challenges for another SDG. Some new technologies and innovations may even trigger controversy with respect to the externalities they may generate or the risks they pose. In this context, governance is key to harnessing the potential of science, technology and innovation for societal welfare.

As researchers, we usually draw inspiration from secondary sources of information on what is happening in the world and the existing scientific literature. This could be because we do not often get an opportunity to interact with non-academics or be part of the process of societal change – with the exception of the academic context. To address this missed opportunity, the objective of this workshop series is to initiate dialogue between students, researchers and other community stakeholders of the local innovation eco-system.

The city of Maastricht, the Limburg region and the Netherlands are home to vibrant scientists, entrepreneurs and intrapreneurs. They are introducing innovations in the form of new products, designs, organizational routines, governance routines, novel institutions, improved quality in the preceding entities etc. Associated with these innovations are technologies, i.e. practical applications of science that are integrated in the innovations.

In this workshop series, academics and other local actors working on commercial applications, entrepreneurs and intrapreneurs will present their work, explain the science and technology that makes up their innovation and the parameters and dynamics of the system that promotes or obstructs their progress. They will also present any puzzles that may be worth studying by the academic community. The focus will be on technologies and innovations that contribute to inclusive economic development, i.e. which improve the quality of our lives, contribute to empowerment of marginalized groups, preserve the environment and/or mitigate climate change.

Prof. Dr. Shyama V. Ramani

Agenda:

**November 1, 2017: Meet the Entrepreneurs and Intrapreneurs of our academic community –
our students, faculty and staff!**

FIRST LIVE LEARNING WORKSHOP!
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Morning Session - Our University

Meet the innovators and entrepreneurs!

10:30 - 13:00

10.30 – 10.35: Welcome and Objectives by Shyama V. Ramani

10.35 – 12.35: Academics Panel

Panel 1: Academics from the Law Faculty, FMHL and SBE who have created an innovation (i.e. a new - process, product, routine) or a new organization (i.e. a new firm/social enterprise/institutional entity)



Prof. Dr. Mark Post is Professor of Vascular Physiology and Chair of Physiology Fysiologie, School for Cardiovascular Diseases, Fac. Health, Medicine and Life Sciences at Maastricht University.

In August 2013, the first cell-cultured hamburger was cooked and tasted live on air in London, England. Professor Mark Post created the burger at Maastricht University.



Dr. Burak Can is assistant professor at Maastricht University, School of Business and Economics working on Policy Design in Dynamic Matching Markets, and the academic manager of our Thesis Internship Programme (TIP) at SBE where masters students practise their academic skills in finding innovative solutions in businesses via an internship.

He is also engaged in developing an app to measure in-door air pollution level.



Dr. Catalina Goanta is passionate about education development and has founded the Faculty of Law's Corporate Social Responsibility Lab (CSR+ Lab) and supports independent events on law and technology by co-founding the Technolawgeeks group.

The Corporate Social Responsibility Lab (CSR+ Lab) is an interdisciplinary student-centered initiative set up by the Faculty of Law (Maastricht University) in collaboration with external partners from the private sector.



Patric Machiels is the managing director of YourRhythmics, a spinoff company from Maastricht University Medical Center+. The company focuses on the development and marketing of a technology that enables cardiologists to formulate a better treatment strategy for patients. It is the outcome of the work of Dr. Ulrich Schotten, Extraordinary Professor at FHML and his team.

YourRhythmics B.V. is located in Maastricht, the Netherlands. The company focuses on the development and marketing of technology to classify Atrial Fibrillation based on non-invasive ECG recordings. The company operates from a basis of decades of research on Atrial Fibrillation at the Maastricht University.

Each speaker or team will have 15 minutes to present their views on the following:

- What is your innovation? Why is it an innovation? To whom is it an innovation? (new to local community, country, or world etc.)
- Whom will the innovation impact? How?
- How did you get the idea of making it? (any needs or demands or research results or prior experience)
- Can you describe the main milestones covered so far? And the next one you would like to reach?
- What factors helped you? (local/national/international actors or resources or systems or needs or demands or research results or prior experience)
- What were your challenges if any?
- Is there anything you would like our Masters students or the rest of academic community to study and undertake research in – that would be of help to you?

At the end of each presentation, there will be 15 minutes for a question-answer session with the audience.

Afternoon Session - Meet our student innovators and entrepreneurs! Game with them!
13:30 - 16:30

13.30 - 13.35: Welcome and Objectives by Shyama V. Ramani (Time-keeper)
13.35 - 13.45: Presentation of the Rules of the Game by Serdar Turkeli (Moderator)

Panel 2: Student-entrepreneurs in Maastricht University who have created an innovation (i.e. a new - process, product, routine) or a new organization (i.e. a new firm/social enterprise/institutional entity)



Simon Schneider
Sugar Shark



Laura Thiel
Plastic Pollution Risk



Jere Heinonen
CSR+ Lab and Trash Walks



Oskar Person and Marta Giralt -
Blockchain in Healthcare



Plastic in the ocean is well and truly on the agenda and the time to take action is now.

CSR+ Lab, social innovation and the Trash Walks organised already twice in cooperation with local stakeholder groups.



13.45 – 14.45 Round 1: Each student-entrepreneur has 10 minutes to cover the following: (60 minutes)

- What is your innovation or offering? Is there anything innovative in it? If so, to whom is it an innovation? (new to local community, country, or world etc.)
- Whom will your innovation/enterprise impact? How?
- How did you get the idea of making it? (any needs or demands or research results or prior experience)
- Can you describe the main milestones covered so far? And the next one you would like to reach?
- What factors helped you? (local/national/international actors or resources or systems or needs or demands or research results or prior experience)
- What were your challenges if any?

At the end of each presentation, there will be 5 minutes for a question-answer session.

14.45 – 15.15 Round 2: Each student-entrepreneur has 5 minutes to make a pitch (30 minutes)

- Is there anything you would want for your initiative that could use investment funding?

The audience has 10 minutes to ask any question to any student-entrepreneur. Audience will represent the citizens and should ask provocative questions on the utility, costs and externalities that may be generated by the services/products of the company.

15.15-15.30: Coffee/Tea Break

15.30 – 15.45: **Private Investors Team:** Members of PIT can ask any questions they want and then they have to announce how they will split 50,000 Euros (fictitious!) between the four entrepreneurs. They have to explain why they want to split the amount like this.

15.45 – 16.00: **Public Agency Team:** Members of PAT can ask any questions they want and then they have to announce how they will split 50,000 Euros (fictitious!) between the four entrepreneurs. They have to explain why they want to split the amount like this.

16.00 – 16.10: **What have we learnt about actor rationality and investment rationale for innovation and entrepreneurship?**

Thanks and Comments by Serdar Turkeli and Shyama V. Ramani