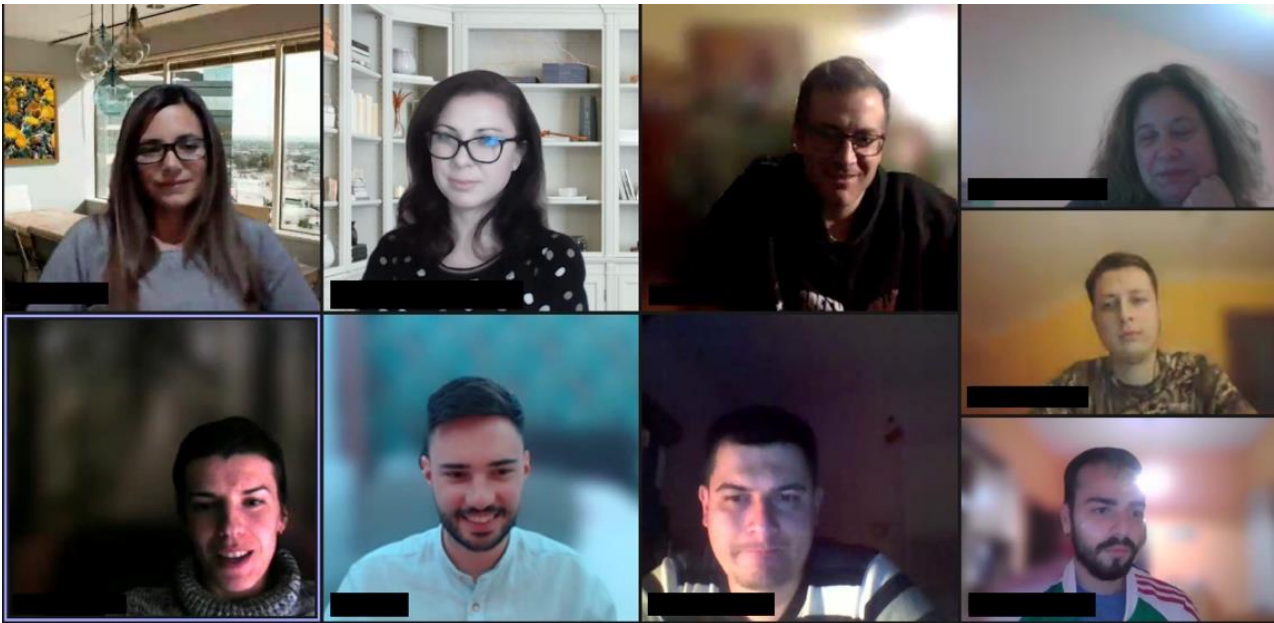




## MENTORS AND SCOUTS



In order to build the Innovation Task Force team of each university , our colleagues from WP3 offered two workshops for training our scouts and mentors.

In contribution to the InnoChange project, ELTE, UBB, and HWU offered two half-day workshops that include the following topics:

- **November 12, 2021**
  - General Innovation Management (Tudor Mihai).
  - Problem Validation (Tudor Mihai).
  - Solution and Market Validation (Barnabás Málnay).

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# EIT HEI Initiative

## Innovation Capacity Building for Higher Education

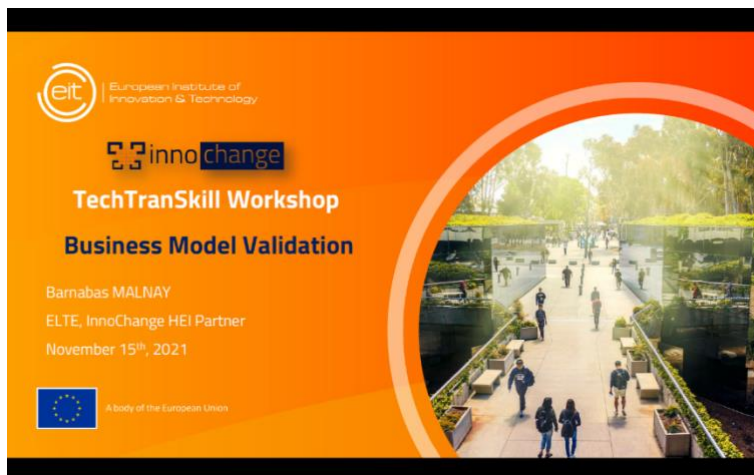


A body of the European Union



### ➤ November 15, 2021

- Value Proposition and Business Model Validation (Barnabás Málnay).
- Prototyping and Minimum Viable Product (Filament co.).
- IP protection and management (Lindsay Holman).



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## OUR MENTORS

- **Tudor Mihai**, on behalf of UBB. With a degree in Business Innovation and certified in Innovation Management Systems ISO 56002, Tudor Mihai is actively involved in innovation, facilitating innovation workshops, mentoring, and coaching.



- **Barnabás Málnay** has worked with tech startups and innovation-oriented corporates for the past twelve years. He is a business developer at the School of Engineering of ELTE and a partner at the early-stage startup investor Smartware.Tech. Earlier, he was an international business developer at the pan-European digital innovation organization EIT Digital and partner and biz dev director at various investment formations. He studied at ELTE and CEU in Budapest and at Stanford University, where he also worked as a teaching assistant and instructor in various teaching programs.

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- **Lindsay Holman's** role within Heriot-Watt University Enterprise team includes invigorating the University's IP Policy for a truly global outreach, maximizing the University's existing IP portfolio and developing an effective commercialization pipeline from invention through patenting to licensing and new company formation.

His career has taken him from geophysics and oil exploration through defence to the world of consumer electronics as Director of Panasonic's UK AV R&D Centre and most recently as an independent technology consultant to some of the world's biggest commercial corporations.



- **Filament** is a product design agency with an expertise in connected hardware and IoT. The company focuses on the 'connectedness' and how it is integral to the innovation.

Whether it is technology-driven, experience-driven or business driven, innovation is at the heart of what Filament does. Aiming to create with every developed product, successful interaction, and impactful experiences that put people first and solve real problems.

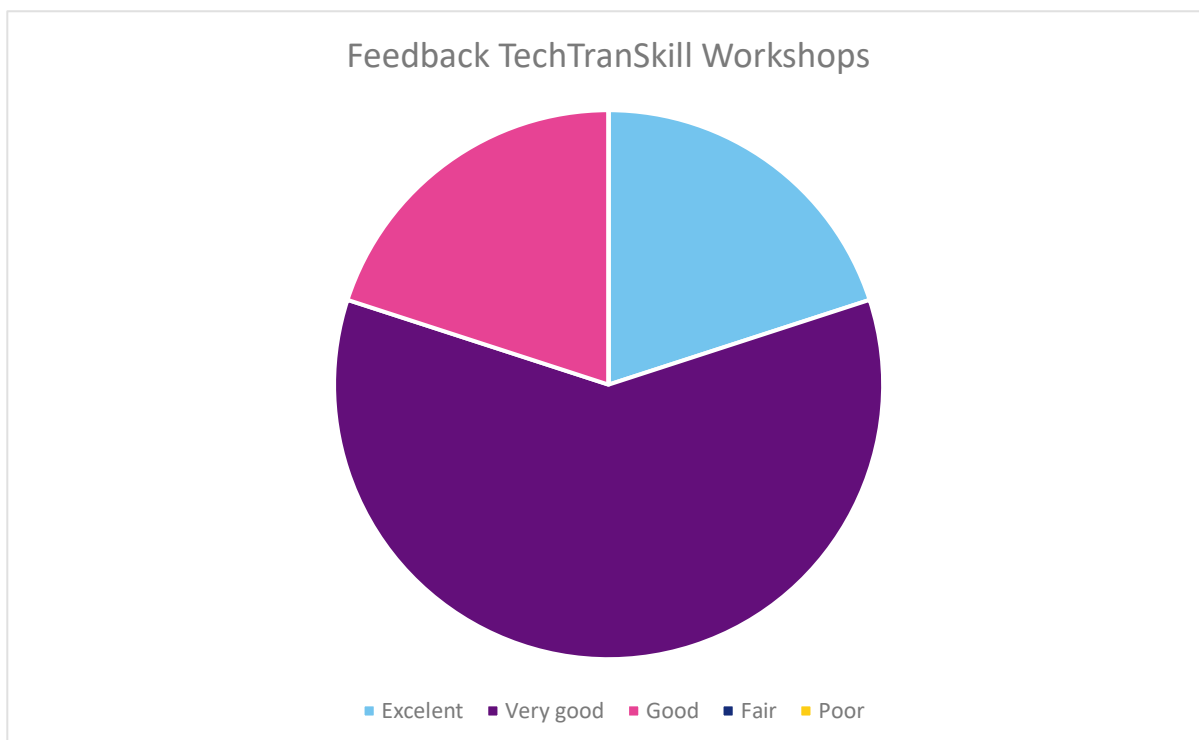
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*Feedback from our target IMTF group is still ongoing because the workshops have ended only recently.*



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