



More Innovative Together

An increasing number of funding programs require proof of an innovative transfer achievement in addition to excellent research work. For the University of Potsdam, the successful acquisition of third-party funding is an important indicator of success and impact multiplier.

That is why we support you in generating new ideas for successful **interdisciplinary third-party funding applications with a distinct transfer component**.

Objectives

With the help of the **IdeaConverter research & transfer** workshop, we seek to increase the number of interdisciplinary third-party funding applications with a transfer component at the University of Potsdam. These include, for example, DFG projects, collaborative projects with companies, research projects with defined public outreach for transfer to society, and research projects with potential for intellectual property rights or spin-offs. The IdeaConverter *research & transfer* is geared towards calls for proposals and application needs for scholarly activities at the University of Potsdam.

The **IdeaConverter** workshop aims to further develop scientific ideas within the context of the transfer conception of the University of Potsdam. The format advances the envisioned cultural change towards more scientific entrepreneurship and innovation culture.

It is being developed by the Transfer Advisors in the Innovative **University of Potsdam** project and receives support from Potsdam Transfer.



Nicolas Rode

University of Potsdam - Potsdam Transfer

Telefon: +49 331 977-203171

E-Mail: nicolas.rode@uni-potsdam.de

Web: www.inno-up.de

Adresse: Karl-Liebnecht-Straße 24–25, Haus 10
14476 Potsdam

www.inno-up.de

Innovative Hochschule



EINE GEMEINSAME INITIATIVE VON



Die Innovative Hochschule Potsdam wird im Rahmen der Bund-Länder-Initiative „Innovative Hochschule“ unter dem Förderkennzeichen 03IHS048A gefördert.

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Idea Converter

research & transfer



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“The IdeaConverter offers new methods and spaces to further develop innovative solutions. The excellent moderation and networking by Potsdam Transfer provide additional momentum in a motivating atmosphere.”

Dr. Sebastian Möring
(Head Coordinator DIGAREC - Digital Games Research Center)

Our Workshop Offer

How can we help you?

Third-party funding applications are essential for vivid research activities, but require a lot of time. To increase your chances of success, we can support you in your search for **suitable funding programs relating to transfer**. We will gladly also help you **establish contacts** with interdisciplinary research partners.

This workshop focuses on the joint definition of the research question(s), the stakeholders, the resources, and the associated project planning.

The IdeaConverter *research & transfer* is a **two-tiered workshop** especially designed for interdisciplinary activities. **Creativity methods** will help you overcome subject- and language-specific hurdles.

Our target audience

- Professors
- Doctoral candidates/postdocs
- Research assistants
- Administrative staff members

Our methods

We will assist you using the following creativity methods:

- **Lego® Serious Play**
- **Research Model Canvas**
- **Research Opportunity Navigator**



Number of participants

The IdeaConverter *research & transfer* workshop is intended for 3–10 participants.

Schedule

Day 1

- 15 mins. All participants introduce themselves and we compare expectations and motivations for participating
- 120–180 mins. Interdisciplinary discussion and ideation using the creativity method **Lego® Serious Play (LSP)**

alternatively

- 120–180 mins. Prioritizing, categorizing and visualizing ideas and approaches with the **Research Opportunity Navigator (RON)**

Day 2

- 15 mins. Retrospective and comparison of expectations and motivations for participating
- 180 mins. In-depth co-design a strategy for your idea using the **Research Model Canvas (RMC)**

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