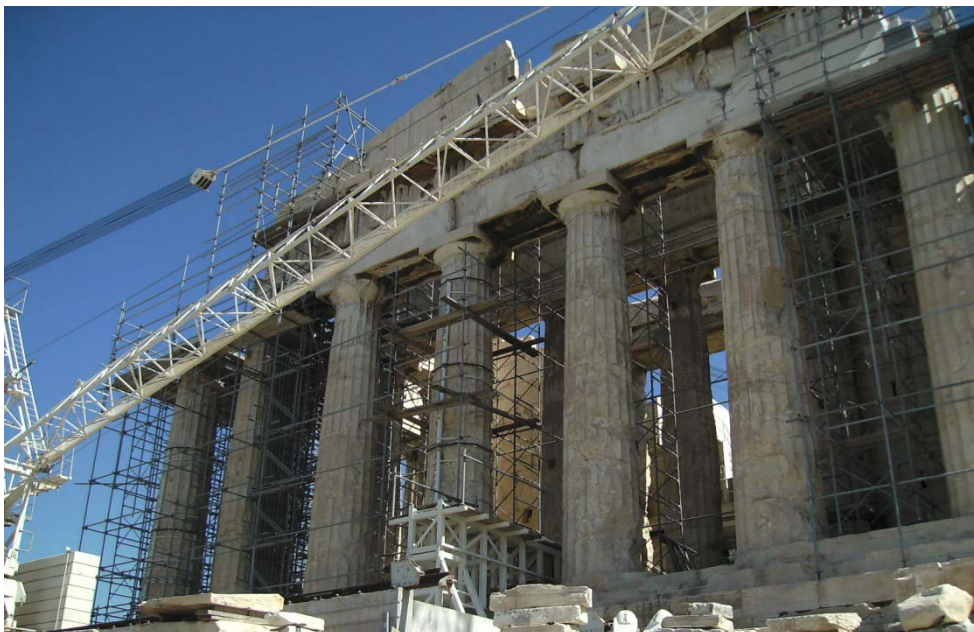




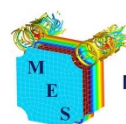
*Joint European Summer School on Fuel Cell,
Electrolyser, and Battery Technologies
JESS 2017*

***Innovative Technology
Business Development***

*18 – 22 September 2017
Hotel Amarilia,
Vouliagmeni, Athens, Greece*



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3D Simulation Assisted R&D | Consulting

The **2nd week** of the Joint European Summer School JESS 2017 brings high quality graduate level courses on selected topics of vehicle technology, innovation & business development, safe handling of hydrogen, and modelling. This series of summer schools has been ongoing since 2004 and targets an audience of **university students (MSc and PhD levels)** and **post-doctoral researchers**. We also welcome **more experienced researchers and engineers** wishing to expand their general knowledge, for instance, to suit a newly acquired position or collect credits for Continuous Professional Development (CPD). The course content is tailored to the needs of a diverse audience: newcomers to the field, experienced students, and young professionals working at the forefront of fuel cell and hydrogen applications.

The courses are accredited at the University of Birmingham and each **carry 3 ECTS** points.

The previous week (Week 1) will offer three introductory courses to high and low temperature fuel cells and electrolyzers, and battery technology (please refer to the separate programme). The two weeks are conducted independently of each other and students can choose the courses most appropriate to their studies.

The **Innovative Technology Business Development** module

offers a combination of theory and practical exercises. From how to discover a viable business idea to how to find the required investment capital for different stages of growth. The course is delivered in five interconnected classes:

1) **Ideation / Creativity Class**. Here the student will learn how to explore and find own their own business idea. The class will also introduce the Design Thinking approach in building early stage product prototypes.

2) **Innovation Management Class**. This will discuss how the Business Canvas concept can help to articulate a viable business. This will help the student to clarify the problem address and the targeted customer segments. This class will offer the opportunity to build your own business canvas and test your own idea.

3) **Early Stage Finance Class**. At this stage, the student will explore and discuss the alternative financial tools available to early stage companies to raise capital. This will include a review of the latest developments in alternative finance field including the opportunity to design your own crowdfunding campaign for your business idea discussed in the previous two classes.

4) **Growth Finance Class**. This will bring a very useful introduction into the available financial mechanisms used by large companies to grow. From raising money through IPOs, to the use of debt, equity and hybrid financing techniques to achieve business expansion in a cost-effective manner. This class will help students to identify the optimal financing solution for a growth company.

5) **Business Development and Intellectual Property Class**. Looking into how to spin out a company, for example from university, protect the intellectual property, and cope with the formal challenges of running a business.

The Business Development module draws on the knowledge and expertise of a carefully selected group of lecturers currently working at the leading edge of research and development in Europe and associated to universities, national research centres, and industry:

Emma Vartolomei
Silash Ruparell
Dr Birgit Thoben
Dr James Wilkie

AllStreet, London, UK
independent consultant, London, UK
consultant business science art, Stuttgart, Germany
University of Birmingham, UK

You can find brief CV's of the lecturers, programme updates, and information on past events on the JESS web site: <http://www.jess-summer-school.eu/JESS-2017> as well as the general brochures for JESS 2017.

JESS 2017**Innovative Technology Business Development**tentative programme
last changed 26/03/17P ... plenary lectures (all students), St ... student presentations,
BD ... specialised lectures**Sunday 17/09/2017**

20:30 welcome dinner

Monday 18/09/2017

P.01	08:30	Welcome and General Introduction	Robert Steinberger-Wilckens (U Bham)
	09:00	Sustainable and Renewable Energy Future	Robert Steinberger-Wilckens (U Bham)
	09:45	coffee break	
P.02	10:00	Introduction to Fuel Cell Vehicles & Markets	Ferdinand Panik (U Esslingen)
	11:15	break	
P.03	11:30	Introduction to Hydrogen Safety	Vladimir Molkov (Ulster University)
	13:00	lunch	
BD.01	16:00	Design Thinking, Creativity & Ideation	Birgit Thoben (Bosch)
	17:30	coffee break	
P.04	18:00	Safety when working on FCV's	Vincent Mattelaer (Toyota Europe)
P.05	19:30	Introduction to the Students' Project	Robert Steinberger-Wilckens (U Bham)
	19:45	welcome reception (bar)	
	20:15	dinner	
St.01	21:15	Students' Presentations I	students

Tuesday 19/09/2017

BD.02	08:30	Design Thinking, Creativity & Ideation pt. 2	Birgit Thoben (Bosch)
	09:45	coffee break	
BD.03	10:00	Business CANVAS Theory	Birgit Thoben (Bosch)
	11:15	break	
BD.04	11:30	Business CANVAS Exercise	Birgit Thoben (Bosch)
	13:00	lunch	
BD.05	16:00	Alternative Financial Tools	Emma Vartolomei (AllStreet)
	17:15	coffee break	
P.06	17:30	Developing Fuel Cell Businesses	James Wilkie (U Bham)
	18:15	break	
St.02	18:30	Students' Presentations II	students
	20:00	dinner	

Wednesday 20/09/2017

P.07	08:30	Mirai product knowledge	Mirai product knowledge
	09:45	coffee break	
BD.06	10:00	Introduction to Business Development	James Wilkie (U Bham)
	11:15	break	
BD.07	11:30	Patents and Copyrights	James Wilkie (U Bham)
	13:00	lunch	
E	15:00	excursion	
	21:00	dinner	

Thursday 21/09/2017

BD.08	08:30	Alternative Financial Tools Exercise	Emma Vartolomei (AllStreet)
	09:45	coffee break	
BD.09	10:00	Designing Crowd Funding Campaigns	Emma Vartolomei (AllStreet)
	11:15	break	
BD.10	11:30	Designing Crowd Funding Exercise	Emma Vartolomei (AllStreet)
	13:00	lunch	
BD.11	16:00	Introduction to Financial Mechanisms	Silash Ruparell
	17:00	coffee break	
BD.12	17:15	Growth Finance	Silash Ruparell
	18:30	break	
St.03	18:45	Student project time	students
	20:00	dinner	

Friday 22/09/2017

BD.13	08:30	Raising Money	Silash Ruparell
	09:45	coffee break	
BD.14	10:00	Finance Exercise	Silash Ruparell
	11:15	break	
St.04	11:30	Student project time	students
	13:00	lunch	
St.05	16:00	ECTS Exam (optional)	
	17:00	coffee break	
St.06	17:15	Students' Project Presentations	Robert Steinberger-Wilckens (U Bham)
	18:45	break	
P.08	19:00	Farewell	Robert Steinberger-Wilckens (U Bham)
	20:30	gala dinner	

Joint European Summer School on Fuel Cell, Electrolyser, and Battery Technologies – **Registration Form**

Fuel Cells Electric Vehicles ☐

Innovative Technology Business Development ☐

Hydrogen Safety ☐

The Modelling Master Class ☐

Hotel Amarila (<http://www.amarilia.gr>)
17 – 23 September 2017, Vouliagmeni (Athens), Greece

Deadline for registration: **31 August 2017**

Title	
First name	
Last name	
Gender	Male <input type="checkbox"/> Female <input type="checkbox"/>
University/Institution/Company Name	
Street / P.O. Box	
Postal code	
Town/City	
Country	
V.A.T. number (if applicable)	
Phone	
E-mail :	
Athens arrival date and time (optional)	
Athens departure date and time	
Please note any <u>special dietary requirements</u> , disabilities etc. that we may need to know about	
standard rate (all rates incl. Greek VAT)	The registration fee covers tuition fees, accommodation for six nights, full board (meals and coffee breaks), the drinks reception, end-of-week banquet, and the excursion.
<input type="checkbox"/> single room 1.340 €	
<input type="checkbox"/> double room 1.150 € per person	
Shared with:	
<input type="checkbox"/> accompanying person (no lectures, shared room) 550 €, name:	

Place & date Signature

PLEASE RETURN BY E-MAIL OR FAX TO

Mrs Manuela Drape-Stathoglou
manuela@panhellas.gr, Fax: +30 2810 300848

Or follow the registration link on the Summer School web site
<http://www.jess-summerschool.eu/JESS-2017>

You will then receive a confirmation and an invoice for the registration fee.