



## Unlocking the Entrepreneurial Potential and Cultivating the Entrepreneurial Mindsets and Skillsets of Early Career Researchers



UNIVERSITÀ  
DEGLI STUDI DELLA  
**Tuscia**

As part of its mandate to train its students and early career researchers, the University of Tuscia Talent Valorization & Attraction's Hackathon on Creativity and Entrepreneurship pairs an enriching educational experience with the entrepreneurial skills needed for researchers, irrespective of their research field. This onsite offering is delivered over a two-week period and is organized into four core units covering Creativity and Opportunity Recognition, Business Models, Intellectual Property protection and Technology Transfer, Communicating Innovative Ideas, and Learning from the Experience of Others.



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Welcome! Inspired by the Rector Stefano Ubertini through the Talent Valorization and Attraction Initiative, the TTI Creativity and Entrepreneurship Hackathon (fondly known as the CE-Hackathon) is a revolutionary new learning program designed to inspire and engage students and early career researchers in the fundamental aspects of an entrepreneurial mindset and the unlimited opportunities it can provide.

### Does TTI's CE-Hackathon Offer Creativity and Entrepreneurship Courses?

CE-Hackathon offers a variety of learning opportunities, including onsite courses and hands-on. Through the CE-Hackathon, anyone of UNITUS students and early career researchers can gain access to these courses from across the university.

### Why a Course in Creativity and Entrepreneurship?

#### A Revolutionary Era for Education on Creativity and Entrepreneurial Mindsets and Skillsets Creation



Looking ahead, we strongly believe that entrepreneurship learning is rapidly changing the landscape of higher education by effectively delivering high quality opportunities to learners across the university. The TTI is empowering and readying the next generation of early career researchers to turn vision into reality.

#### Increase Your Knowledge and Cultivate Your Network



Our designed programs offer comprehensive knowledge in creativity and entrepreneurship and provide the fundamental skills that every student and early career researcher needs to succeed. With students and early career researchers involved from all the university's departments, you can share opportunities and ideas with like-minded peers. This networking opportunity cultivates long-term relationships personally and professionally to nurture and team up talents across campuses and disciplines.

#### Boost Your Career Performance



As our students and early career researchers learn critical functional skills from the perspective of enhancing the potential and future career prospects, they also earn a certificate of completion. This certificate equips them with the ability to understand how to think about entrepreneurial action, how to identify opportunities and recognize innovation and how to exploit and disseminate the action results.



### Professionals with Successful Entrepreneurship Experience

Our course materials are developed by accomplished leaders and role models in entrepreneurship education. Furthermore, they are entrepreneurs themselves who have lived the entrepreneurial journey and appreciate the balance between basic science and translational research.



### An Academy for Learning and Networking

TTI CE-Hackathon is designed to enhance your entrepreneurial learning beyond the classroom. Our course design leverages lecture videos, exercises, hands-on, and storytelling to empower learners.



### Support and Resources During and Beyond TTI CE-Hackathon

We strongly believe the TTI creativity and entrepreneurship learning experience is basically the foundation of your career development. Therefore, we aim to manage a long-term network that will last far beyond the course end.

#### UNIT 1: CREATIVITY AND OPPORTUNITY RECOGNITION

This unit comprises four modules that focus on the definition, introduction, and exercises for new venture opportunity recognition. Learn how to identify and recognize entrepreneurial opportunities and to boost your imagination and creativity. Understand when an idea might be an opportunity. Comprehend the socio-economic value of your research. Investigate the key steps, and the role of creativity and action.

#### UNIT 2: BUSINESS MODELS

This unit comprises four modules that emphasize how to gather evidence about opportunity and how to make the business case. Define the right business and business simulation (cross-cultural) models and understand the process of technological development, Intellectual Property protection, and the strategies of Technology Transfer that companies and universities use to value innovation. Develop a deeper knowledge about markets and customers. Learn how to turn an idea into a potential venture using a business framework.

#### UNIT 3: COMMUNICATING YOUR IDEAS

This unit comprises three modules that explore the route to market. It provides an introduction to the soft skills that are most important to entrepreneurship, including how to pitch your research in a way that investors, corporate partners, customers, and grandmother can understand.

#### UNIT 4: ENTREPRENEURIAL STORYTELLING

Learn from accomplished role models what they have done, how they do what they do and the motivations for their actions.



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