

FOSTERING STUDENTS' ENTREPRENEURSHIP AND OPEN INNOVATION IN UNIVERSITY-
INDUSTRY COLLABORATION

BRINGING THE iDEALab TO A SUCCESSFUL FUTURE

September 19 – 20, 2016, Novi Sad, Serbia

VENUE: Central Building, University of Novi Sad, Dr Zorana Djindjica 1
Room I-9, 1st Floor

Monday, September 19 th 2016		
09:00 – 09:30	Welcome Note and Opening Remarks	
Session I - iDEALab sustainability		
09:30 – 10:00	Introduction on iDEALab sustainability	WUS AT
10:00 – 11:00	Presentation of sustainability plans ⇒ 10 min per iDEALab	UNS, UDG, UBL, UNIZE, VTSSU, VTSZR
11:00 – 11:30	Coffee break	
Session II - Funding iDEALab		
11:30 – 12:30	<i>Funding of iDEALabs in the future</i> ⇒ Challenge facing iDEALabs, and the need to identify the new underlying business model ⇒ Exercises ⇒ Introducing alternative mechanisms and business models to fund iDEALabs ⇒ Exercise	USFD
Session III - Mentorship and Trainings in iDEALab		
12:30 – 13:30	<i>Mentorship and Training</i> ⇒ Identifying activities that will be run in the iDEALabs ⇒ Identifying different roles that have to be defined (tasks, competencies, responsibilities) and different settings that require specific trainings ⇒ Understanding of mentoring	UniStutt
13:30 – 14:30	Lunch break	
Session IV - Industrial Involvement in iDEALab		
14:30 – 15:30	<i>Opportunities for Industrial Involvement in iDEALab</i> ⇒ Defining the terms and condition in which collaboration with industry can be achieved ⇒ How can Industry support the iDEALab ⇒ Defining the Benefits for the Industry/Students/iDEALab	SFC

Session V - Promoting iDEALab		
15:30 – 16:30	<i>Promotional Activities for Sustainable Development of iDEALabs</i> ⇒ Why Is Promoting the iDEA labs Crucial for its Sustainability? ⇒ Types of Marketing and Promotional Activities ⇒ Events as a Tool for Promoting Budget Free Promoting	UCEEM-NSZ
16:30 – 17:00	Wrap-up	
20:00	Dinner (information about the restaurant will be given)	
Tuesday, September 20th 2016 DAY II : CONSORTIUM MEETING		
10:00 – 12:30	Expected results and contributions by each institution until the end of the project ⇒ Outlook on tasks including scheduling ⇒ Upcoming Students' competition in October – plans and arrangements	UNS + All partners
12:30 – 13:30	Coffee break	
13:30 – 14:00	Short presentation of ERASMUS+ project IF4TM (Institutional framework for development of the third mission of universities in Serbia)	Sanja Kojić, UNS
14:00 – 14:30	Visit to UNS iDEALab premises	