



## PRESS RELEASE

### HEPTech Takes the Research out of the Lab

The High-Energy Physics Technology Transfer Network (HEPTech), fostered by CERN, brought together early-stage researchers in high-energy physics and related scientific domains at its annual symposium held for a third consecutive year.

The one-week event was hosted by the Horia Hulubei National Institute for R&D in Physics and Nuclear Engineering (IFIN-HH), Romania, and took place in the beautiful mountain resort of Sinaia, close to Bucharest, in the end of June.



Seventeen participants from nine European countries - Romania, Hungary, UK, Portugal, Germany, Italy, Austria, Czech Republic, and France had the chance to meet entrepreneurs and experienced scientists, and to learn how science can impact society.

The topics covered areas of interest to young researchers with entrepreneurial spirit such as intellectual property rights and their protection, national and European funding sources for research and innovation, incubators in support of business ideas and start-ups as well as rules of collaboration in physics.

Win-win negotiation techniques were in the focus of the negotiation exercise where through a simulation and role-play the students developed their skills to define business objectives, to identify the interest of the other party and to find a creative solution to a negotiation problem. They also discovered their own negotiation styles and discussed their advantages and disadvantages.





Entrepreneurship success stories such as the the story of the creation and growth of the Raspberry Pi (an affordable, credit-card-sized computer for educational purposes) and TravelTime platform API of iGeolise, presented respectively by Pete Lomas and Peter Lilley, revealed how developments in research are transformed in successful marketable products.

The participants were introduced to the infrastructure and research potential of the ELI-Nuclear Physics facility, already in its advanced stage of construction, and enjoyed the warm welcome of Prof. Dr. Nicolae Victor Zamfir, Director General of IFIN-HH, and the visit of the Hadronic and Nuclear Physics departments.



During the last two days of the symposium the young researchers were involved in exciting practical exercises relating to preparing pitches, networking at a meeting, and introducing each other. A tandem of experts guided them through the secrets of where to find potential investors, how to attract their attention, what kind of information to include in their presentations to investors, as well as how to identify the market share of their potential product and bring it to market.



In the last session the students demonstrated the lessons learnt from the symposium by delivering pitches focusing on the benefits of their developments that could attract potential investor's interest.

All topics were presented by commercially experienced professionals and technology-transfer experts such as Markus Nordberg, Jean-Marie Le Goff, and Bernard Denis of CERN, Ian

Tracey of KTN, UK, who is also the HEPTech Coordinator, and Nicola Musgrove, a marketing manager from the UK.



The event was accompanied by a social programme that introduced the participants to the Romanian culture and traditions.

The young researchers valued highly their experience as expanding their horizons and making them better prepared for life.

In 2017, HEPTech is holding its fourth Symposium in Darmstadt, Germany, hosted by GSI Helmholtzzentrum für

Schwerionenforschung, from 12<sup>th</sup> to 16<sup>th</sup> June.

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