DxHub INFECTIOUS DISEASES DIAGNOSTICS **Masterclasses**

"Entrepreneurial skills for researchers and innovators"

This seminar is designed to equip **researchers** and **innovators** with the necessary entrepreneurial skills to transform their ideas into **viable business ventures.** It explores the transition **from research to entrepreneurship**, focusing on the mindset shift required to identify commercial opportunities, assess market potential, and navigate the business landscape.

Participants will gain insights into the fundamentals of startup creation, including **business model development, legal considerations, and team building.** The seminar also delves into funding and investment strategies, examining options such as grants, venture capital.

Additionally, it covers strategies for scaling and **business growth**, addressing product-market fit, intellectual property management, and the challenges faced by innovation-driven startups. **Real-life success stories** of researchers who have successfully transitioned into entrepreneurship will offer valuable lessons and best practices. By the end of the seminar, participants will have developed a strong entrepreneurial mindset, gained knowledge on launching and growing a startup, and acquired insights from **real-world experiences** to confidently pursue their entrepreneurial journey.

📅 **Thursday, 27/03/25 15:00 - 17:00 CET**

with
Dr George Papamichail, Director of STEPC, President and CEO of the BoD of EDAP/STEP-C SA

▶ **JOIN NOW**

Dr. George Papamichail is a distinguished leader in innovation and regional development, serving as the Director of the Science and Technology Park of Crete (STEP-C) and CEO of its management company. He holds a Ph.D. in Science, Technology & Innovation Studies from the University of Edinburgh and has played a pivotal role in fostering academic entrepreneurship and regional growth. With extensive experience in over 40 EU and national projects, Dr. Papamichail specializes in start-ups, spin-offs, technology transfer, and intellectual property management. He has also provided strategic guidance on entrepreneurship and innovation at EkinisiLAB and collaborated with the Institute of Youth to promote youth entrepreneurship in Greece.