



**Launching the KICs - Delivering new solutions
to the European innovation landscape**

BARCELONA, 2-3 JUNE 2010

Wrap up session – First learnings from the KICs

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Session III: Fostering entrepreneurship and new business creation

- **Scene-setter:** Dr. Bertrand Collomb (Member of the EIT Governing Board)
- **Challenger:** Prof. Kenneth Morse (Visiting professor at ESADE Business School; Chair in Entrepreneurship, Innovation and Competitiveness at DUT and founding MD of MIT Entrepreneurship Centre)

Representatives of:

- **Climate-KIC:** Prof. Peter Chen (Professor of Physical-Organic Chemistry at ETH Zürich)
- **EIT ICT Labs:** Dr. Udo Bub (Vice President Innovation Development Laboratory of Deutsche Telekom)
- **KIC InnoEnergy:** Elena Bou (Associate Professor of the Department of Operations Management and Innovation - ESADE)

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INNOVATION = INVENTION + COMMERCIALISATION

**Inventors need to team up with Entrepreneurs to
bring their inventions from the cool comfort of the
laboratory**

... to the cruel crucible of the marketplace