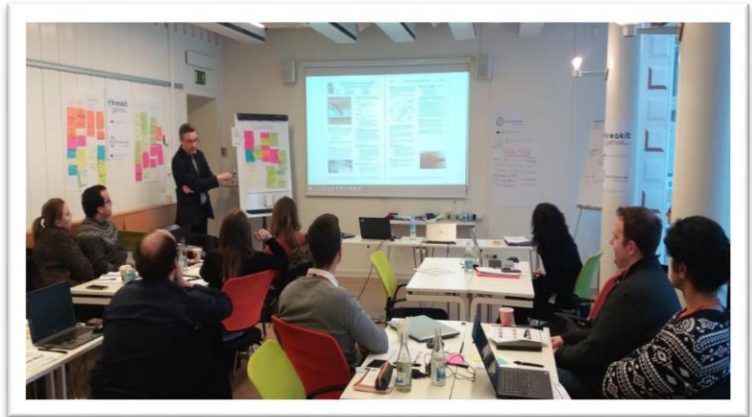


BREAKIT: TRAINING PROGRAM TO DEVELOP MARKET & INNOVATION SKILLS IN RAW MATERIALS

DO YOU WANT TO APPLY YOUR R&D RESULTS IN THE MARKET MORE EFFECTIVELY?

BREKit Training Program helps researchers and other technical professionals to transform knowledge generated in R&D projects into innovations in the market.



LEARNING OBJECTIVES

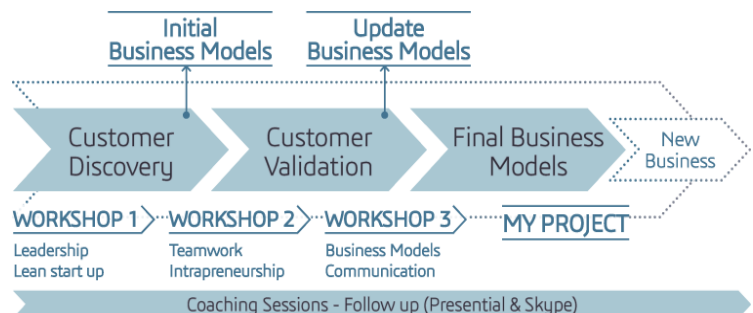
- Work in multidisciplinary teams to find relevant industrial problems.
- Understand complexity of industrial problems, considering market contexts and technology trends.
- Orientation to action and building prototypes to get rapid feedback from potential customers.
- Develop transversal skills such leadership, creativity & ideation and communication.
- Use of tools to be more agile in the transfer of research to the market and validate innovative solutions.

METHODOLOGY

- **Learning by doing** and real interaction with potential customers and other stakeholders.
- **Three two-day workshops** with topics to **apply on your current industry challenges**, research results or current projects.
- **Learning with others** by sharing experiences and knowledge with other program participants.
- **Coaching sessions** to complement the workshops and evaluate the progress of participants.

CONTENTS

- Business models and lean start up tools
- Communication to potential customers and/or investors
- Leadership and teamwork
- Innovation strategies and tools.



DURATION

→ 6 months

VENUE

→ In-company and in Tecnalia

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Bringing Research Knowledge to Exploitation: A T-Shaped Itinerary Approach



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