

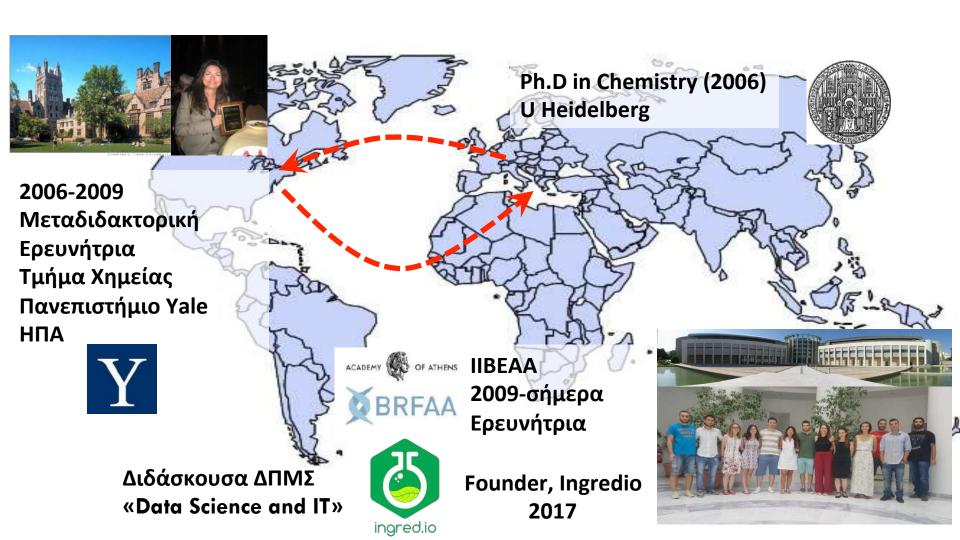


# Πραγματοποιώντας Παγκόσμια Ανταγωνιστική Έρευνα και Επιχειρηματικότητα στην Ελλάδα



18 Ιουνίου 2022, Ημερίδα για τις Γυναίκες στις Βιοϊατρικές Επιστήμες





### **Current Responsibilities**



#### Faculty at Biomedical Research Foundation, Academy of Athens

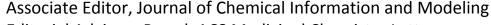
- Research activities
  - Understanding the function of oncogenes through biomolecular simulation
  - Allosteric computer-aided drug design working with academia & industry

#### **Lecturer at the University of Athens, Department of Informatics**

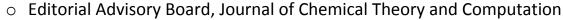
Teaching

Founder, Ingredio













#### **European Commission**

- Greek Representative for the Innovative Health Initiative Joint Undertaking
- **EC Expert Panels**







**Chair, European Chemical Society Conference in Computational Chemistry 2023** Co-chair, Gordon Research Conference in Computational Chemistry 2022















### Ingredio is a tool that makes ingredients easy to understand

















### Πρώτα θέστε το στόχο και μετά την υλοποίηση

6

#### Postdoc Advancement: Marketing Your Value

By Alaina G. Levine August 22, 2013 Science Careers From the journal Science

The postdoctoral appointment is not only a time of exploration and hard work, but also a time to learn and hone critical skills that will enable you to move into a position of independent research. Skills such as leadership and management, teambuilding, communication, fundraising, and even marketing are required to advance, and one must be adept in all of

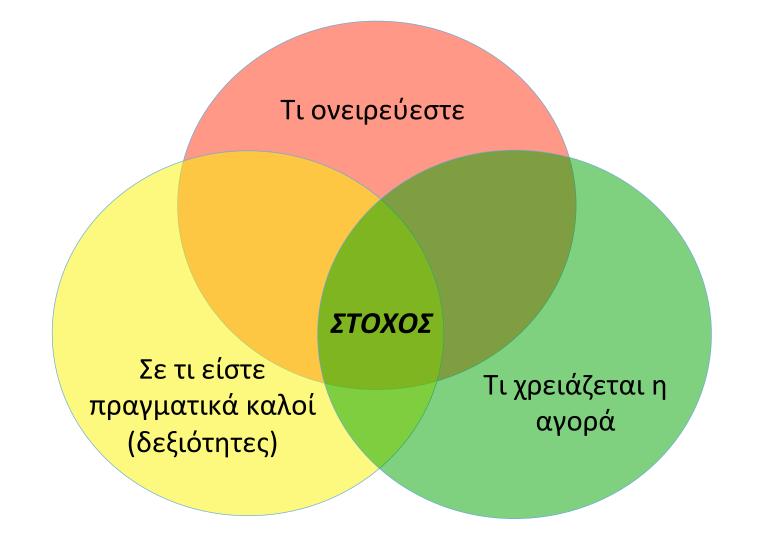
"You need to be focused on the science, but you also have to have a career perspective in mind. You need to know where you want to go."—Zoe Cournia

these areas to succeed in this highly competitive economic landscape. There are multiple opportunities for postdocs to not only gain these necessary abilities, but also demonstrate them to current and future employers. The key is keeping a watchful eye out for chances to learn and sharpen your talents and to articulate your value to decision-makers. By Alaina G. Levine

Zoe Cournia is a Greek chemist who received advanced training abroad and desired to return to her home nation for permanent employment as a researcher. After graduating with her Bachelor's degree in chemistry from the University of Athens, she pursued her Ph.D. at Heidelberg University, Germany and postdoctoral training at Yale University in New Haven, Connecticut. To stay connected to her country's academic community while away, she corresponded with her undergraduate mentors and asked for introductions to other scientists. Whenever she came home on holiday, she volunteered to give research talks at her alma mater and elsewhere. Pretty soon, she was receiving invitations from universities across the nation to give seminars. "I may have left the country physically, but I never left the Greek academic system," she says. After five years of notable research which included publishing, presenting, and mentoring combined with connecting with colleagues and lecturing activities in Greece, Cournia landed a job as an investigator (lecturer) in pharmacology and pharmacotechnology at the Biomedical Research

- Το πιο σημαντικό βήμα είναι να θέσετε ένα στόχο τον οποίο ονειρεύεστε.
- Δημιουργήστε ένα ρεαλιστικό πλάνο για τα επόμενα 5 και 10 χρόνια βασισμένοι στα προσωπικά σας
  - ο Όνειρα
  - ο Δεξιότητες
  - ο Ταλέντα
  - ο Αγορά

https://bit.ly/3O5J33Y



### Βιοϊατρικές Επιστήμες: Η Αριστεία είναι το κυριότερο κριτήριο

#### Basis to a successful pathway is:

- Excellent technical skills, publication record & funding
  - Strong background in physical chemistry
  - >50 peer-reviewed publications
  - Over 1.5M € in independent funding
- Hard work
- Read relevant Chemistry papers in your area from top journals
- Follow the literature for your project (and related projects)
- o Identify the objectives of your project early on and keep designing it as you move on
- Attend and present at major Chemistry meetings n your area (ACS National Meetings, European Chemical Society, Gordon Research Conferences) and more specialized workshops
- Attend seminars at your Institute and outside



### ...Υπάρχουν όμως και άλλες δεξιότητες που απαιτούνται

#### ....But **SOFT SKILLS** are required

- Practice writing skills: take a free coursera course, write a blog...
- Strong oral presentation skills
- Networking skills
- Marketing of your work, social networks
- Ability to work in diverse Teams
- Enthusiasm
- Flexibility
- Have a high tolerance for failure and criticism
- Know when you should stop trying

"Everyone is talented, but having something to say, and the WAY to say it so that people listen to it, that's a whole other bag"



### Μερικές κατευθύνσεις ακόμα...

- **Present your work** at internal group meetings & international conferences
- Volunteer to organize a symposium at your home institute or a conference
- Volunteer to serve as an officer of an internal/local/national meeting
- Always contribute to the discussion (start from group meetings...)
- Make sure you have a LinkedIn page or webpage / Twitter account!
- Listen to constructive criticism but ignore destructive criticism
- Have a healthy life outside of the lab is also crucial

### Μερικές κατευθύνσεις ακόμα...

- **Αναζητήστε μέντορες που μπορούν να σας συμβουλεύσουν**
- ❖ Να ρωτάτε πολλές ερωτήσεις και feedback
- Μην φοβάστε να κάνετε λάθη
- Να είστε πάντα αξιόπιστοι και συνεπείς
- ❖ Αν κάτι δε δουλεύει, προχωρήστε με εναλλακτικές λύσεις
- ❖ Δουλέψτε ομαδικά Ακούστε την ομάδα σας και τους συνεργάτες σας
- ❖ Εμπιστευθείτε το ένστικτό σας



# Some things money can't buy...

- Σκληρή δουλειά
- Καλά καθορισμένος στόχος να ξέρετε τι θέλετε να πετύχετε
- Χτίζουμε το βιογραφικό μας με μικρά βήματα
- Εξασκήστε το γραπτό λόγο (blogs, review articles...)
- Να είστε ενθουσιασμένοι και να το δείχνετε
- Πάρτε Ρίσκο!
- Εξασκήστε soft skills (marketing, networking...)
- Αναπτύξτε ηγετικές ικανότητες
- Υψηλή ανοχή στην αποτυχία και στην εποικοδομητική κριτική



# Πώς μπορώ να κάνω την ιδέα μου προϊόν;

### 1. Η ιδέα πρέπει να αντιμετωπίζει ένα ΑΛΥΤΟ πρόβλημα της αγοράς

- ✓ Ερευνα Αγοράς
- ✓ Μελέτη Ανταγωνισμού
- ✓ Ποιοι είναι οι πελάτες
- √ Ομάδα
- ✓ Διεθνής προσέγγιση/Στόχευση αγοράς
- ✓ Καταλληλος επιχειρηματικός σχεδιασμός
- ✓ Ξεκάθαρο όραμα
- ✓ Πρώτες πραγματικές δοκιμές του προϊόντος



# Πώς μπορώ να κάνω την ιδέα μου προϊόν;

 Η ιδέα από μόνη της δεν έχει μεγαλη αξία όσο η σωστή υλοποίηση

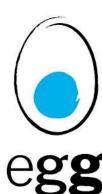
- Υπομονή και Επιμονή
- Υποστήριξη
- 🗖 Ομάδα
- Ταλέντο
- 🗖 Γνώση
- 🗖 Πόροι



# Πώς μπορώ να κάνω την ιδέα μου προϊόν;

### 2. Πάρτε Υποστήριξη!

- √ Υπηρεσίες οικονομικών συμβουλών
- ✓ Λογιστική και εταιρική διαχείριση
- ✓ Γραφειακή υποδομή
- ✓ Δικτύωση
- √ Προβολή
- ✓ Συμβουλευτική
- ✓ Δημιουργία εταιρικής ταυτότητας και επικοινωνίας
- ✓ Ολοκληρωμένο πρόγραμμα επιχειρηματικής κατάρτισης, ειδικά προσαρμοσμένο για τις ανάγκες νεοσύστατων επιχειρήσεων.



enter · grow · go





# Θερμοκοιτίδες νεοφυών επιχειρήσεων











# Θερμοκοιτίδες εξωτερικού













# 3. Χτίστε την Ομάδα σας

- Κοινό όραμα
- Δέσμευση
- Αξιοπιστία
- Δεξιότητες
- Backup να μπορούν να σας καλύπτουν
- Να περνάτε καλά



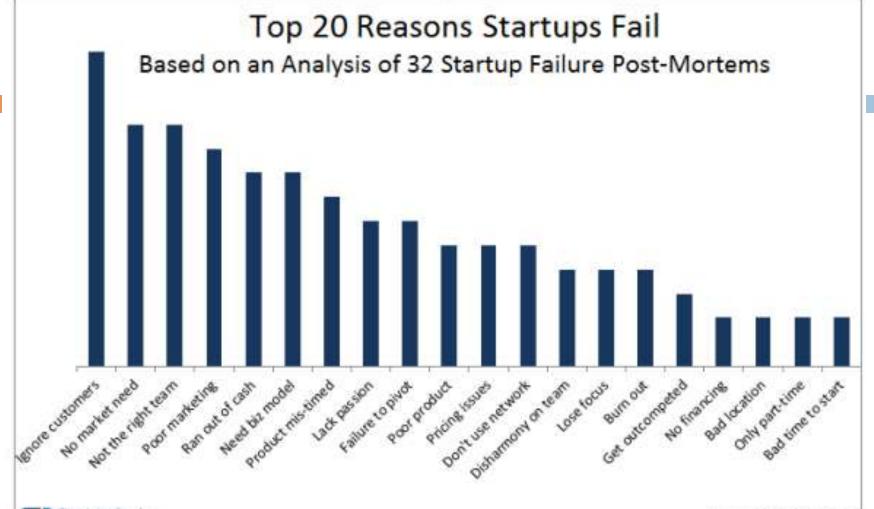
# 4. Χρηματοδότηση

- The 3Fs = Friends, Fool and Family
- Crowdfunding
- Business / Startup competitions / prizes



- National Funds (ΕΣΠΑ)
- Private Investors (equity)







# Πριν ξεκινήσετε χρειάζεστε απαντήσεις:

- Ποιο είναι το πρόβλημα που θα λύσετε με την ιδέα σας;
- Ποιο είναι το προϊόν που προσφέρει τη λύση;
- Ποια είναι η αγορά (οικονομικο μέγεθος);
- Ποιος είναι ο ανταγωνισμός και σε τι διαφέρετε;
- Πώς θα έχετε κέρδος;
- Ποια είναι τα πιθανά έσοδα, έξοδα, και κέρδη σε 5 ετη;
- Ποιο το υψος της χρηματοδότητης και ποιο το ROI?
- Έχετε παντετάρει την τεχνολογία σας?

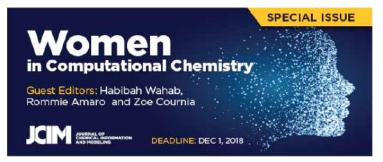


### Be a role model yourself, give back to Society











Dr. P. Gkeka Permanent Scientist Sanofi, Paris



M.E. Liosi PhD Student Yale University Scientist



E. Lionta Permanent Pharmathen, Universtity **Athens** 



M. Zavitsanou PhD Student Oxford









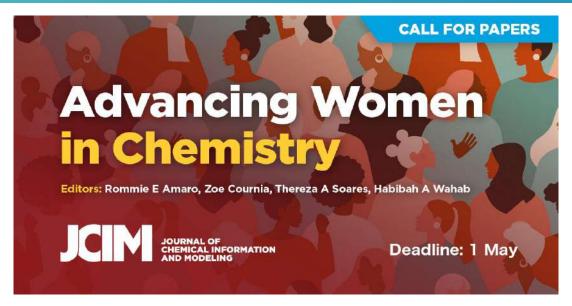








### JCIM – Advancing Women in Chemistry



- Platform for us to disseminate seminal works
- Set inspiring examples of female role models
- Create a network of peers that will instigate change for the new generation of Women in Science in the field of Computational Chemistry.













# Thank you!

# zcournia@bioacademy.gr

https://bit.ly/3O5J33Y



Twitter: zoecournia

### Ευρωπαϊκά και Εθνικά προγραμματα χρηματοδότησης







https://www.espa.gr/el/Pages/procsimsea.aspx

Εργαλειοθήκη Ανταγωνιστικότητας για Μικρές και Πολύ Μικρές Επιχειρήσεις

Αναμένεται

Η Δράση στοχεύει στην ενίσχυση υφιστάμενων μικρών και πολύ μικρών επιχειρήσεων, προκειμένου να αναβαθμίσουν και να βελτιώσουν την ανταγωνιστική τους θέση στην εσωτερική και εξωτερική αγορά, επενδύοντας στον εκσυγχρονισμό του παραγωγικού εξοπλισμού τους και στην πιστοποίηση των προϊόντων τους.

Επιχειρησιακό πρόγραμμα: ΕΠ Ανταγωνιστικότητα, Επιχειρηματικότητα και Καινοτομία

Περιοχή εφαρμογής: Όλη η Ελλάδα

Περίοδος υποβολής: 6/2/2019 έως εξαντλήσεως προϋπολογισμού

Προσθήκη στα Προγράμματά μου

# European Funding Opportunities for SMEs

- European Fund for Strategic Investments (Investment Plan for Europe): <a href="http://www.eib.org/efsi/">http://www.eib.org/efsi/</a>
- Horizon 2020: https://ec.europa.eu/programmes/horizon2020/
- COSME: https://ec.europa.eu/growth/smes/cosme\_en
- EU Health Programme: <a href="https://ec.europa.eu/health/funding/programme\_en">https://ec.europa.eu/health/funding/programme\_en</a>
- Consumer Programme: <a href="http://ec.europa.eu/chafea/consumers/">http://ec.europa.eu/chafea/consumers/</a>
- Customs 2020:

https://ec.europa.eu/taxation\_customs/business/customs-cooperation-programmes/customs-2020-programme\_en

• European Investment Bank InnovFin: <a href="http://www.eib.org/en/products/blending/innovfin/index.htm">http://www.eib.org/en/products/blending/innovfin/index.htm</a>

# European Funding Opportunities for SMEs

- Fiscalis: https://ec.europa.eu/taxation\_customs/fiscalis-programme\_en
- Anti-Fraud Info System: <a href="https://ec.europa.eu/anti-fraud/home\_en">https://ec.europa.eu/anti-fraud/home\_en</a>
- EURES: https://ec.europa.eu/eures/public/homepage
- Employment and Social Innovation Programme:

http://ec.europa.eu/social/main.jsp?catId=1081

Implementation of single market for financial services:

https://ec.europa.eu/growth/single-market/services\_en

European statistical programme:
 <a href="http://ec.europa.eu/eurostat/web/ess/about-us/statistical-programmes">http://ec.europa.eu/eurostat/web/ess/about-us/statistical-programmes</a>

# European Funding Opportunities for SMEs

- Connecting Europe Facility (Energy Telecom Transport):
   https://ec.europa.eu/inea/en/connecting-europe-facility
- Digital Single Market support programme:

https://ec.europa.eu/commission/priorities/digital-single-market\_en

- EEEF (European energy efficiency fund): <a href="https://www.eeef.eu/home.html">https://www.eeef.eu/home.html</a>
- PF4EE (Private finance for energy efficiency):

http://www.eib.org/products/blending/pf4ee/index.htm

- ISA2 programme modernising the public sector: <a href="https://ec.europa.eu/isa2/home\_en">https://ec.europa.eu/isa2/home\_en</a>
- Enhancing consumers involvement in EU policy-making in the field of financial services:

https://ec.europa.eu/info/business-economy-euro/banking-and-finance/consumer-finance-and-payments/consumer-financial-services/increasing-consumer-involvement-financial-service-policy-making\_en

### Horizon 2020

□ EIC Accelerator (SME Instrument):

https://ec.europa.eu/easme/en/eic-accelerator

- Future Emerging Technologies: <a href="https://bit.ly/2rHrBe6">https://bit.ly/2rHrBe6</a>
- □ Fast track to Innovation:

  <a href="https://ec.europa.eu/easme/en/eic-fast-track-innovation-fti-0">https://ec.europa.eu/easme/en/eic-fast-track-innovation-fti-0</a>
- Soft blending:
   <a href="https://ec.europa.eu/europeaid/policies/innovative-financial-instruments-blending\_en">https://ec.europa.eu/europeaid/policies/innovative-financial-instruments-blending\_en</a>

# European Institute of Innovation & Technology















# European Institute of Innovation & Technology

#### Innovation Communities

- → What makes a successful Innovation Community?
- → EIT Innovation Hubs
- → Monitoring and assessment
- → EIT funding model
- → Contractual relations

#### Innovation

- → EIT Climate-KIC Model
- → EIT Digital Model
- → EIT Food Model
- → EIT Health Model
- → EIT InnoEnergy Model
- → EIT Raw Materials Model

#### Entrepreneurship

- → Women Entrepreneurship
- → EIT Community start-ups
- → EIT Climate-KIC's offer
- → EIT Digital's offer
- → EIT InnoEnergy's offer
- → EIT Health's offer
- → EIT Raw Materials' offer
- → EIT Food's offer

#### Education

- → EIT Label
- → EIT Label Call for Applications 2018
- → EIT Learning Outcomes
- → EIT Learning Concept
- → Innovation Community programmes
- → Master's Programmes
- → PhD Programmes
- → EIT Migrant Initiative

#### Outreach

→ EIT Regional Innovation Scheme (RIS)

#### EIT Awards

- → 2018 Awards
- → 2017 Awards
- → 2016 Awards
- → 2015 Awards
- → Winners
- → INNOVEIT

https://eit.europa.eu/activities

# European Institute of Innovation & Technology

- Innostars
- Business Idea Competition
- Starship Program

#### Στόχοι:

- √ 165 Startup & 160 νέα προϊόντα
- √ 1.000.000 φοιτητές
- √ Incubation 340 νέων ιδεών

#### Ανοικτά προγράμματα

Mentoring & Coaching Network (σε εξέλιξη)
Investor Network (σε εξέλιξη)

Crowdfunding (σε εξέλιξη)

Gold Track αναμένεται ανακοίνωση για τον 2ο κύκλο

https://innovation.ekt.gr/el/EITHealth



Γιώργος Μέγας megas@ekt.gr

# Πού θα βρω πληροφορίες για χρηματοδότηση;

- Εθνικό Κέντρο Τεκμηρίωσης (ΕΚΤ)
- Δίκτυο PRAXI
- Γενική Γραμματεία Έρευνας και Τεχνολογίας (ΓΓΕΤ), ΕΣΠΑ
- RSS Feeds of News alerts of EU Research:
   <a href="http://ec.europa.eu/research/index.cfm?pg=morepress">http://ec.europa.eu/research/index.cfm?pg=morepress</a>
- Specialized clusters in Greece: Corallia, Hbio...
- Newsletters from incubators/accelerators in Greece and in Europe
- Epixeiro.gr
- Social Media (Twitter in particular)

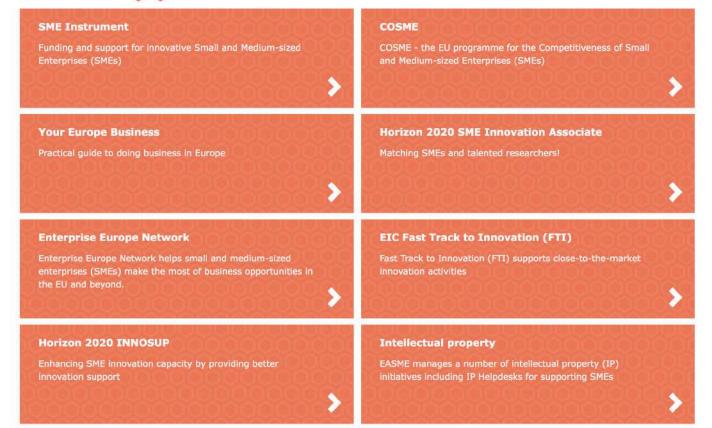
# Connecting Platforms



# EASME: Executive Agency for SMEs



https://ec.europa.eu/easme/en



# European IPR Helpdesk

- □ <a href="https://iprhelpdesk.eu">https://iprhelpdesk.eu</a>
- Training
- Library
- □ IP Highlights
- □ IP SME corner
- Ambassadors

### European Investment Fund (EquiFund) Greece



#### **Tech Transfer/Accelerator:**

Metavallon

Velocity.Partners

Uni-Fund

Big Pi

#### **Early Stage:**

Marathon

Venture Friends

#### **Growth:**

**EOS** 

Synergia Hellenic Fund IV Elikonos 2 Sicar

# Προετοιμασία για το EquiFund investors pitch

Πολύ ξεκάθαρο επιχειρηματικό μοντέλο & έτοιμο proof of concept

**Quantify possible success scenarios** (Be prepared to explain your exit strategy): Value creation, timeline, likelihood, risks

**Benchmark your pricing** (letters of intent do help!)

Clear focus for immediate future & ensure that customer proposition is solid

Thorough analysis of competition

Be ready to defend your competitive advantage

# Beyond funding: In-kind contributions

- Participate in start-up accelerators
- Network
- Bootcamps
- Business plan development
- Intellectual property assistance
- Exhibition/travel funding
- Developing soft skills (negotiation skills, lab management, marketing)



Raw Materials



Food

Personalized nutrition for the future



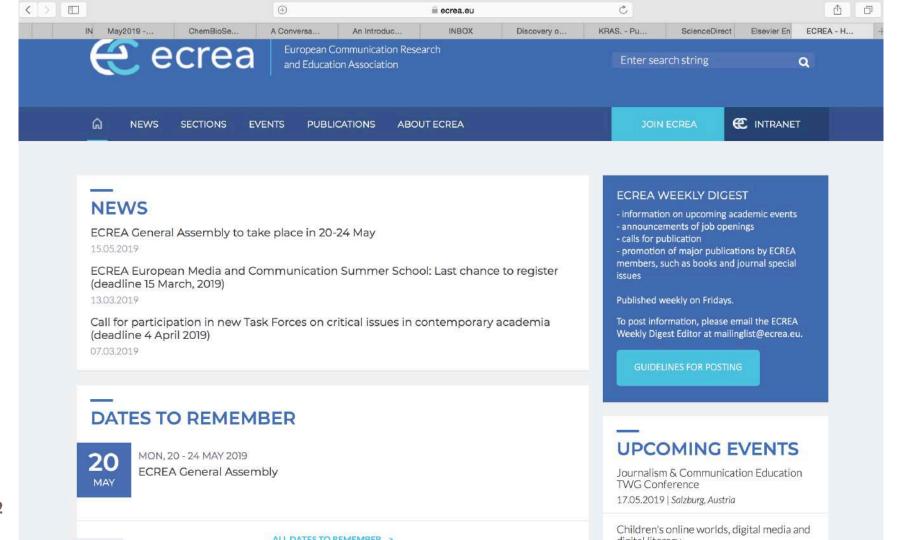
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- IAESTE:
- Opportunities for STEM undergraduates to gain work experience in Europe
- iaeste@central.ntua.gr ή Γραφείο του Τμήματος Ανταλλαγής Φοιτητών I.A.E.S.T.E (Πολυτεχνειούπολη Ζωγράφου, Κτίριο Διοίκησης, Όροφος 2ος, Γραφείο 201)
- https://iaeste.org/ or https://www.facebook.com/laesteAthens/
- AIESEC:
- Exchange program in Marketing, Business Administration, Informatics
- Global Volunteer (NGOs) / Global Talent (companies) / Global Entrepreneur (startups)
- https://aiesec.org or https://www.facebook.com/AIESEC.Greece/
- <a href="https://www.aueb.gr/el/content/πρόγραμμα-διεθνούς-πρακτικής-άσκησης-aiesec">https://www.aueb.gr/el/content/πρόγραμμα-διεθνούς-πρακτικής-άσκησης-aiesec</a>
- AEGEE
- Intercultural student exchanges in Europe, <a href="http://www.aegee-athina.gr">http://www.aegee-athina.gr</a>

# European Research Council (ERC)

- Priority to support <u>young researchers in the early career</u> (Starting Grants), to make the transition to independence
- Can participate by presenting research projects during the <u>annual calls</u>
- Open to ALL thematic projects
- ERC Executive Agency (ERCEA see next slide) provides Job Opportunities for Young People:
  - 1,300 Blue Book Trainees (5-month in-service training for young university graduates)
  - Interim ECREA positions
  - Spontaneous applications

http://bit.do/Cournia



### Marie Sklodowska-Curie Actions

- The Marie Sklodowska-Curie activities support the training, mobility and qualifications of researchers and research infrastructures.
- They offer <u>research positions inside and outside the EU</u>, regardless of nationality and belonging to all stages of the researcher's career.
- If you are a researcher interested in doing
   research in Spain you can find offers host (expressions of interest) of Spanish
   authorities in the Spanish Portal of the Horizon 2020 program
- The strategy LEADERSHIP INDUSTRIAL offers opportunities for SMEs and young entrepreneurs (<u>SME Instrument</u>)

### **EURAXESS Job Portal**

Network of information services and support to researchers from the European Commission who wish to pursue their research careers in Europe and partner countries.

- Job offers in the Portal
- **EURAXESS Career Development Centres**
- Training for Researchers
- Training to Enhance Researcher Skills
- Doctoral Training Principles



# WHH 9 MILLION



**PEOPLE** 



HIGHER EDUCATION STUDENTS 4 400 000



YOUTH EXCHANGES 1 400 000



VOCATIONAL TRAINING LEARNERS 1 300 000



EDUCATION STAFF AND YOUTH WORKERS 1 800 000



EUROPEAN VOLUNTEERS 100 000



ERASMUS MUNDUS STUDENTS AND STAFF 100 000



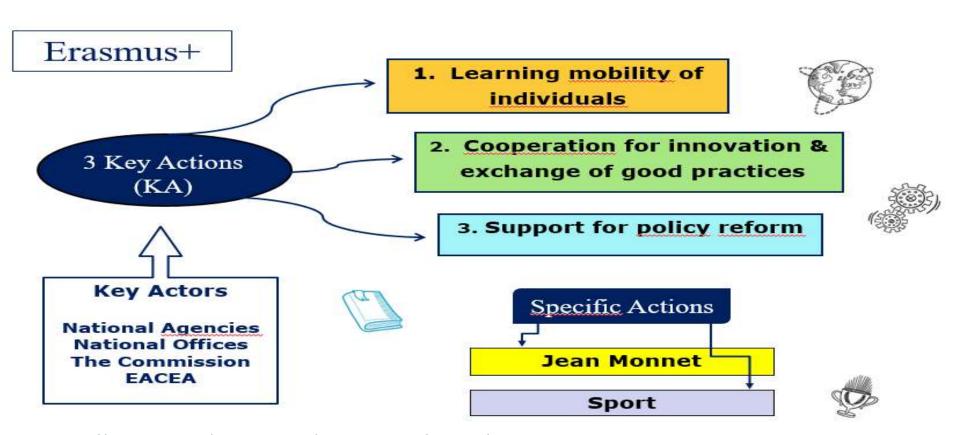
# Erasmus+

The EU programme for

Education, Training, Youth and Sport in Europe



2014-2020



#### **DID YOU KNOW THAT...?**

... More and more young people are using Erasmus+ exchanges to gain valuable work experience abroad

... Since the start of Erasmus+ (2014), over 2 million people have participated in the programme

#### Erasmus+

... 1 in 3 Erasmus+ trainees are offered a position by the company they trained in ... Five years after graduation, the unemployment rate of young people who studied or trained abroad is 23% lower than that of their non-mobile peers

... 1 in 3 youth mobility participants comes from a disadvantaged background

... Erasmus+ is helping to address match-fixing and doping in sports

http://ec.europa.eu/erasmus-plus



europa.eu/solidarity-corps



#### Who?

Young people aged 18-30

#### What?

Volunteering, traineeships and jobs in areas such as social work and integration, environment, culture, education and other

How long? Up to 12 months

#### How?

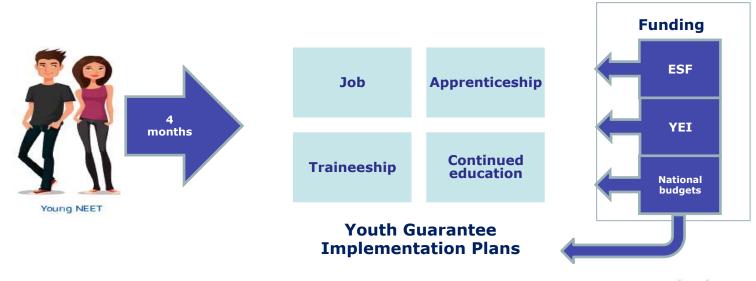
- √ Young people register
- ✓ Organisations search for suitable candidates
- ✓ Young people can apply for advertised opportunities

Register at: europa.eu/solidarity-corps



### **Youth Guarantee**

Member States have committed to ensure that all young people up to the age of 25 receive (within four months of becoming unemployed or leaving education) a good quality offer of:





### **The Youth Employment Initiative**



2014 - 2015 € 6,4 billion

2017 - 2020 € 2,4 billion

For the regions with 25% youth unemployment



# 2. Job opportunities Your first EURES job



Age group: 18 – 35 years

Watch the video



eures.europa.eu/droppin

How does it work?





#### 4. Skills for the future

https://ec.europa.eu/digital-single-market/en/digital-opportunity-traineeships-boosting-digital-skills-job



For students and recent graduates, incl. teachers





Your local

contact point

Frequently

Asked

About the

programme -

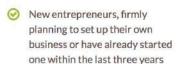


#### The European exchange programme for Entrepreneurs

Erasmus for Young

Erasmus for Young Entrepreneurs is a cross-border exchange programme which gives new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other Participating Countries.

#### Who can participate?



Experienced entrepreneurs who



Apply now



EU-funded exchange programme for entrepreneurs from the EU members states and 11 additional countries

1-6 months exchange for new entrepreneur with experienced entrepreneur abroad

Opportunity to exchange knowledge, business ideas, contacts and experiences

European

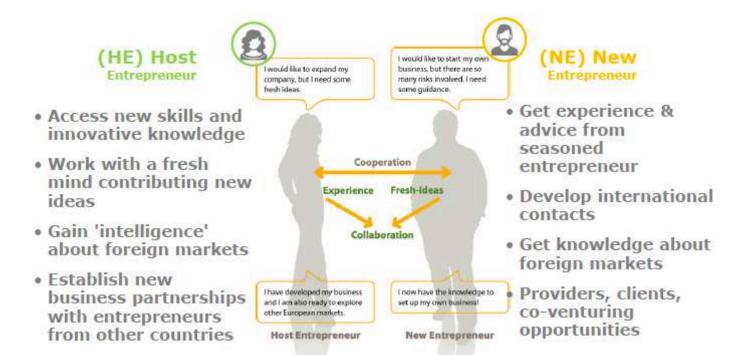
### Five steps exchange programme



Country where the New Entrepreneur stays	Lump Sum per month in €
Denmark	1100
United Kingdom, Ireland	1000
Finland, Sweden	950
Austria, France, Italy, Iceland	900
Belgium, Germany, Luxembourg, Netherlands, Spain	830
Cyprus, Greece, Portugal	780
Turkey	750
Croatia, Malta, Slovenia	720
Estonia, Hungary	670
Czech Republic, Latvia, Poland, Slovakia, Armenia	610
BiZ, Bulgaria, FYROM, Lithuania, Montenegro, Romania, Serbia, Kosovo	560
Albania, Moldova, Ukraine	530
Outermost Regions of EU, OCTs and Entrepreneurs with special needs	1100



### **Benefits for Host & New Entrepreneurs**







# Thank you!

www.erasmus-entrepreneurs.eu



