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دانشگاه صنعتی شریف



## کارگاه آموزشی مدیریت نوآوری و کارآفرینی

### **Innovation and Entrepreneurship Workshop**

22-24 آذرماه 1390  
دانشگاه صنعتی شریف - تهران

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Sharif University of Technology, Tehran- Iran

## مقدمه Introduction

کارآفرینی یک فرایند دینامیک برای ایجاد ارزش و تولید ثروت است. یک کارآفرین موفق قادر است با راهبری و مدیریت صحیح این فرایند، گردآوری دانش، مهارت ها و منابع لازم، پشتکار و خطر پذیری یک ایده خوب و یک فرصت را به یک موفقیت تجاری تبدیل کند.

هدف از این کارگاه آموزشی اینست که کارآفرینان را با دانش و مهارت های لازم برای راهبری و مدیریت فرایند کارآفرینی مجهز کند. این دانش و مهارت ها شامل درک کامل از بخش های مهم فرایند کارآفرینی از جمله: تدوین برنامه تجاری، ارزیابی ایده ها، بازاریابی، امور مالی و تامین سرمایه و امور حقوقی کسب و کار می باشد. شرکت کنندگان در این کارگاه با استفاده از مطالب نظری و عملی ارائه شده، آشنایی با تجارب کارآفرینان موفق ملی و بین المللی، و یادگیری دانش و مهارتهای لازم با انجام پروژه های عملی در طول کارگاه خواهند توانست فرایند کارآفرینی را در مورد طرح های خود به خوبی مدیریت کنند و یا سهم موثری در ایجاد و توسعه یک سازمان نوآور و کارآفرین بعهده بگیرند.

Entrepreneurship is a dynamic process of adding value and creating wealth. A successful entrepreneur is capable of leading and managing this process by using required knowledge, skills, and resources to turn a good idea and a market opportunity to a successful business.

The objective of this workshop is to provide entrepreneurs with knowledge and skills required to lead and manage this dynamic process. This include an in depth understanding of various stages involved in this process from concept, to screening ideas, to product development, to marketing & business plan, and to financial and legal aspects of this process.

## برنامه کارگاه آموزشی Topics covered include:

برنامه این کارگاه آموزشی شامل ۷ بخش به شرح زیر می باشد:

- مفاهیم و فرایندهای خلاقیت و نوآوری (دکتر بهرخ خوشنویس استاد دانشگاه USC کالیفرنیا)

### **Basics of Inventive Thinking**

- فرایند طراحی و توسعه محصولات جدید (مهندس فرخ ملیحی موسس و مدیرعامل شرکت Fargol Group)

### **New Product Development Process**

- راهبردهای بازاریابی محصولات بر پایه فن آوری (دکتر زاهد شیخ الاسلامی مدیر مدرسه مدیریت ایرانیان IBS)

### **Technology Commercialization Strategy**

- تدوین طرح تجاری و سرمایه گذاری در طرح های جدید (دکتر حمید نجفی مدیرعامل شرکت Invensense)

### **Entrepreneurial Business Planning and Finance**

- فرایند ارزیابی شرکت های سرمایه گذاری ( دکتر شاهین فرشچی مدیر ارشد شرکت Lux Capital)

### **How Venture Capitalists Evaluate and How Venture Firms Operate**

- چگونگی ارزیابی حقوقی مالکیت تکنولوژی ( Keith Johans مدیر عامل شرکت Quids Ltd.)

### **Royalty Audits of Technology License Agreement**

- فرایند گردآوری، تایید و ثبت اختراع (مهندس پرهام فاتحی مدیر تحلیل اختراعات شرکت Landon IP)

### **The Art of Patent Searching- Patentability, Validity and Infringement**

#### مخاطبین دوره:

کارآفرینان، مدیران و کارشناسان ارشد سازمان ها و صنایع، و مدیران در بخش های طرح و توسعه محصولات، تحقیقات و بازاریابی با مدرک تحصیلی حداقل کارشناسی

#### تاریخ و محل برگزاری دوره:

این دوره آموزشی در ۳ روز در تاریخ ۲۲ الی ۲۴ آذرماه ۱۳۹۰ برگزار می شود. بخش صبح ها به ارائه مفاهیم و مطالب نظری و بخش بعداز ظهر به انجام پروژه های مختلف و یادگیری روش ها و مهارت ها اختصاص دارد. این کارگاه آموزشی در سالن کنفرانس دانشکده مهندسی برق دانشگاه صنعتی شریف برگزار می شود. به شرکت کنندگان در این دوره گواهینامه حضور در کارگاه از سوی دانشگاه صنعتی شریف اعطا خواهد شد.

جهت دریافت اطلاعات لطفا با دفتر کمیته دانشکده مهندسی برق انجمن فارغ التحصیلان دانشگاه شریف ۶۶۱۶۴۳۳۵ و یا از طریق مکاتبه الکترونیک با مهندس فرخ ملیحی [f.malihi@gmail.com](mailto:f.malihi@gmail.com) تماس حاصل فرمایید.

#### هزینه کارگاه آموزشی:

هزینه شرکت در دوره کامل ۳ روزه برای متقاضیانی که تا ۱۵ آبان ۱۳۹۰ برای ثبت نام اقدام نمایند جمعا به مبلغ ۳۰۰۰۰۰۰ ریال می باشد. هزینه ثبت نام پس از ۱۵ آبان ماه ۴۰۰۰۰۰۰ ریال خواهد بود. تخفیف ۱۰٪ برای ثبت نام گروهی، ۲۰٪ برای اعضای پارک ها و واحدهای فناوری و برگزاریدگان جشنواره های مرتبط با کارآفرینی و ۴۰٪ برای دانشجویان منظور می گردد. هزینه شرکت شامل دریافت مجموعه سخنرانی ها، گواهینامه حضور در کارگاه، پذیرایی و نهار می باشد.

متقاضیان می توانند هزینه ثبت نام خود را به حساب شماره ۲۰۲۲۲۰۱۵۹ بانک ملت شعبه دانشگاه صنعتی شریف به نام دکتر داور بقاعی واریز و فیش پرداختی را به همراه فرم ثبت نام به شماره ۶۶۱۶۴۳۳۵ فکس نمایند.

#### برگزار کنندگان:

انجمن بین المللی دانشگاه صنعتی شریف، انجمن فارغ التحصیلان دانشگاه صنعتی شریف

## Speakers and Presentations:

### How venture capitalists evaluate and how venture firms operate



**Shahin Farshchi** – Senior Associate, Lux Capital

Significant improvements in computerized design & simulation, as well as accessibility to high-throughput test and characterization tools have accelerated the development and demonstration of cutting edge technology. However, funding a startup to bring the technology to the mainstream has turned into a longer, more expensive process than ever before – especially in areas relating to semiconductors and energy. An introduction to how venture capitalists evaluate new investment opportunities with respect to how venture firms operate will be provided, in addition to several case studies.

Dr. Farshchi is a senior associate with Lux Capital, focusing on investments in semiconductor, wireless, and alternative energy technologies. He has held technical positions at General Motors and several Silicon Valley technology startups. He has also served as a postdoctoral scholar at the UCLA department of Electrical Engineering where he received his PhD. His research on wireless biosignal telemetry has been widely published. He has sourced Lux's investments in Silicon Clocks (NASDAQ:SLAB) and SiBeam, in addition to assisting with Everspin and Luxtera, while supporting Lux's energy and semiconductor portfolio.

### Basics of Inventive Thinking



**Behrokh Khoshnevis** – Engineering Professor, USC

Great products, processes and systems are typically resulted from inventive thinking which unfortunately is not effectively nurtured by academic education as has been practiced. Creativity is induced by a particular state of mind and a matching life style. Some guidelines about the essentials will be given in this presentation.

Dr. Khoshnevis is a Professor of Industrial & Systems Engineering, Aerospace & Mechanical Engineering, and Civil and Environmental Engineering at USC. He has extensive experience in invention and commercialization of products and processes and has numerous innovations in diverse fields ranging from medical devices to oil and gas and construction fields. His inventions, especially in robotics construction, have received worldwide coverage in acclaimed media.

## New Product Development Process



**Farrokh Malihi- Managing Director, Fargol Group**

New products are the lifeblood of organizations. Increased sales and profits, and the ability to compete effectively in business depend on a sustained, successful program for identifying, screening, and marketing new products. The objective of this presentation is to provide an introduction to theory and practice of management of new product development process. The process of innovation, and new product development is explored from concept generation to prototype development, to product testing, and to commercialization.

Farrokh B. Malihi is Founder and Managing Director of Fargol Group, an international consulting firm specializing in detergents and personal care products. He was a product development manager at Colgate-Palmolive Technology Center in New Jersey. He completed his graduate studies in chemical engineering at Carnegie-Mellon University, Pennsylvania. He is holder of two U.S. patents, and three international patents on detergent formulation and processing. He has published over thirty technical papers in the field of polymers, and surfactant technology, and has been a frequent speaker at international conferences.

## Entrepreneurial Business Planning and Finance



**Dr. Hamid Najafi, Managing Director, Invensense International**

Funding and financing a new venture requires understanding of the availability of sources of capital to the entrepreneur, how to go about asking for them, and how to prepare the business plan to have a better chance of success in obtaining funding. Entrepreneurs need to also know the type of investor they can work with, what they can/should give up to get the funding, and what to expect from the investors as a result of their investment.

Dr. Hamid Najafi graduated from Sharif University in 1975 with a BS in Electrical Engineering and earned a Ph.D. EE from Stanford University in 1983. He worked for a few semiconductor companies in Silicon Valley before starting his own companies in Silicon Valley and in Dubai. He funded his companies through different sources of capital, from design contracts to strategic investors to Asian Venture funds, including a venture capital company in Dubai. He is currently the Managing Director of Invensense International in Dubai, which is a subsidiary of Invensense Inc. in Silicon Valley, California.

## Technology Commercialization Strategy



**Dr. Zahed Sheikholeslami, Dean Iranian Business School**

Technology commercialization is the process of transforming innovative technologies developed by universities, companies and inventors into commercially viable products and services. The process of

bringing a technology to the market is a risky venture with a low chance of success mainly because most people with technical knowledge underestimate the market side of the equation. In this lecture a reliable process is presented where people who have developed a specific technology can learn the steps that they can follow in order to increase the chances of their success in the market.

Dr. Zahed Sheikholeslami is currently Dean of Iranian Business School (IBS) in Tehran. He is founder of Cooling Zone LLC, and Managing Director of Flomerics Inc in the U.S. He was Director of Project Based Learning program at California Polytechnic Institute in San Louis Obispo. He received his Ph.D. in mechanical engineering from University of Iowa, and his B.Sc. in mechanical engineering from Sharif University in 1975.

## Royalty Audits of Technology License Agreements



**Keith Johanns** – Managing Director, Quids, Ltd.

An audit of a license agreement is an important part of the technology commercialization process. The audit provides a licensor with an independent assessment on the correct amount of royalties to be paid by a licensee under the terms of the agreement. This presentation will review key terms in a license agreement, and the steps involved during a royalty audit.

Mr. Keith Johanns is the Founder and Managing Director of Quids Ltd, a license management and royalty audit company incorporated during 2005. Mr. Johanns is also the Co-Founder and Managing Director of Avant-Garde Patents Ltd, a commercialization company incorporated during 2010 for patent applications filed by international inventors at the United States Patent & Trademark Office.

## The art of patent searching - Patentability, Validity and Infringement



**Parham Fatehi** – Patent Analyst

Patent searching is a powerful business and engineering development process and is critical to patent strategy. Through patent searching one can determine whether an invention is novel and warrants further development investment. This presentation will focus on Patent Law and Examination as context for patent searching, types of patent searches, the mechanics of searching, patent analysis, and search tools.

Mr. Fatehi is a former Electrical Engineering Patent Examiner with the US Patent & Trademark Office (USPTO). He is currently a Patent Analyst at Landon IP, a global patent support firm, where he provides written opinion to the USPTO regarding international patent applications published by the World Intellectual Property Organization (WIPO) and performs commercial searches for leading technology firms.

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#### فرم ثبت نام Registration Form

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