

IDEAS GENERATION **PROCESS** IN BRIEF →



ABOUT THE PROCESS:

The KALEIDOS Ideas Generation Programme is the result of a collaborative effort between UAB, PRUAB, UL, KAU, and WeDo. It was designed to create an innovative training programme based on the existing best practices in knowledge valorisation at these institutions, with the aim of empowering researchers to address regional societal challenges.

BEFORE *YOU GET* STARTED:

The ideas generation process follows the challenge identification workshops. Having a clearly defined challenge beforehand is essential to ensure the process is focused and effective.



1. CHALLENGE
IDENTIFICATION



2. IDEAS GENERATION

THE IDEAS GENERATION PROCESS STEPS:

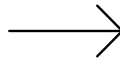
PARTICIPATIVE & CO-CREATIVE PROCESSES

The starting point for the program is the challenge identified by ecosystem stakeholders and the goal of the program is to find possible ideas for solutions that could tackle this challenge. In this first sessions, **participants work in group dynamics collaborating with stakeholders that have proposed the challenges**, in order to better understand their needs and be able to provide a more complete response to the challenge.



ONLINE TRAINING

- Leadership, teamwork and values training
- Lean startup methodologies
- Open Science and Knowledge Valorization
- Intellectual Property
- Digital resources to create high-impact visual presentations for your projects + Elevator pitch training
- Communication to General Public
- Resources and financial challenges
- Final presentation simulation



All the materials for this specific step of the process can be found in the. Capacity Building for Researchers section of the toolkit.



MENTORING

In the timeframe of the program, the participants have the opportunity for mentoring sessions. **The mentor is a person selected based on the challenge that can provide expert advise in the definition of the solutions and the development of the ideas.**



PROTOTYPING

This session focuses on **providing participants help with prototyping, project design and presentation of the solution project.**



FINAL EVENT

The projects present their **solutions** and define the next steps to consolidate them in a project idea.



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