



## InnovaXN Innovation and Entrepreneurship School - Programme

15-18 November 2022

### Biographies and summaries of speakers and tutors

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#### **Pedro Abrantes**

##### **Biography**

He holds a Msc degree from UVSQ in Strategy and Change Management.

Pedro has been running digital transformation projects since the early 1990s. He has divided his time between startup creation, business management and teaching for master's degree in the same field. He participate in more than 50 project creations.

Since July 2021, he has been appointed as the Director of the Virtual Campus of the Grenoble School of Management, which will enter production in early 2023.

##### **Abstract: "Business Plan – the way to secure your Startup"**

Some people believe that writing of a business plan is outdated. They said it was fake before it was even written. According to them, you should create activities, even if there is no proved economically viable market and rotate as many times as necessary to find a promising market.

I maintain that a business plan is a way of enlightening your future. It is not an end in itself. This map will help you find your way, convince investors and check that you are consciously following a path and that maybe you will have to change it. We will see during an hour dialogue the critical topics you need to master and the point when you need to stop this continuous work.

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#### **Anne-Fleur Barret**

##### **Biography**

Anne-Fleur Barret is a consultant and coach at Bloom Up Conseil, supporting organizations in their human / organizational / managerial transformation in the modern world to face social & environmental issues. After a 15-year career in Human Resources at Hewlett Packard as HR director and Talent Acquisition Manager. Specialist in team cohesiveness & collective intelligence. She is as well teacher at Grenoble Ecole de Management.

Créanov serious game session

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#### **Juergen Bauer**

##### **Biography**

Juergen Bauer has more than 22 years of experience in successful business development and technology transfer. As of May 2011, he is appointed as Deputy Managing Director and Head of Business Development

at EMBLEM Technology Transfer GmbH, the commercial arm of the European Molecular Biology Laboratory (EMBL). He is responsible for translation of scientific results from the EMBL into commercial products via industry partnerships, collaborations, licensing and company building. He is a graduate of Johann Wolfgang Goethe University in Frankfurt (Biology) and holds a Ph.D. in Molecular Biology.

**Abstract: "Introduction into Exploitation Case Studies: Licensing vs Startup creation"**

Technology Transfer is the process of sharing know-how between institutions and in particular between academic institutions and industry. It is an instrument to optimize the progression of inventions from bench to market, for the ultimate benefit of society at large. This session aims to provide students with insights into the options, which are available to transfer intellectual property from an academic institution to industry for further exploitation. Typically, technologies are either licensed to established companies or transferred into start-ups, which are specifically created for this purpose. Based on a real example for an innovative technology, which had been invented in an academic research institute, the students will actively participate in preparation of license negotiations and in setting-up of a spin-off company. For this purpose, the class will be split into groups and each group will either prepare a pitch to an investor or a license negotiation strategy.

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**Pauline Bertholio**

**Biography**

I am from Grenoble. I studied in France, Spain, UK and Canada (McGill law). An IP law legal expert, I was a Legal officer for the Centre National de la Recherche Scientifique (Grenoble delegation) for five years, then I worked for three years as an IP law legal expert for the Louvre Museum in Paris. I am now a Legal Officer at the ESRF, in charge with research contracts and IP matters.

**Abstract: Focus on IP protection and awareness**

A presentation of the essentials about Intellectual Property: what it is, why it is relevant, how to protect it and the main points of attention.

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**Christophe Bonnet**

**Biography**

Full professor of finance at Grenoble Ecole de Management. His teaching and research mainly cover entrepreneurial finance and corporate governance. He previously worked in the pharmaceutical industry and in private equity. He holds a MBA (HEC Paris) and a PhD in management science (Université de Bourgogne). He is also a business angel and member of the strategic board of several technology startups.

**Abstract: " Some facts and beliefs about finance"**

Finance is key for entrepreneurial ventures and corporations. A complex domain, it raises a lot of attention from the public, the media and is prone to misbeliefs. We will first try to understand what finance is, what it does and does not do. We will then focus on the role of finance in helping entrepreneurial ventures to get funds, innovate and grow (entrepreneurial finance). We will discuss some common beliefs about finance at the light of empirical observations and of the findings of finance academics. Finally, we will briefly discuss the roles finance can play (or not) in addressing the contemporary environmental challenges.

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**Michele Coletti**

**Biography**

Michele Coletti is Associate Professor at Grenoble Ecole de Management. He is a member of the Entrepreneurship and Innovation Research Team and coordinates two MBA specializations (Management

Consulting and Smart & Sustainable Business) and the Innovation for Sustainable Transition filière. His research focuses on sustainable innovation and ecosystems.

**Abstract: "ESG beyond reporting"**

Environmental, Social and Governance (ESG) issues are increasingly criticized because they are often subject to green-washing. However, companies can use them to drive their innovation efforts towards a more sustainable path. This entails the reconsideration of the meaning of value, which should not be seen only as an economic or financial entity. Therefore, ESG should permeate the strategy of the organization, and though it increasingly appears that there is no other viable option, there are many challenges for this to become a reality.

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**Greg de Temmerman**

**Biography**

Greg De Temmerman holds a PhD in experimental physics from the University of Basel and a MSc in chemistry from ENSC Lille. He worked for 18 years in the field of nuclear fusion and was coordinating scientist at the ITER Organization from 2014 to 2020. Since 2020, he is the managing director of Zenon Research, a non-profit think tank dedicated to climate technologies. The aim is to identify the most promising technologies and potential breakthroughs to help investors, entrepreneurs, and companies accelerate the transition to a low-carbon world. He is also associate researcher at Mines Paris PSL, and an academic fellow of the Institut Louis Bachelier.

**Abstract: "The path from research to innovation - technology for a sustainable and desirable future"**

Complying with the Paris climate agreement means achieving carbon neutrality in the next 30-50 years. This requires a complete overhaul of our energy system. It is estimated that 50% of the emissions reductions needed in 2050 will come from technologies that are still in the development phase today. For example, the decarbonization of the "pillars of our civilization", the materials on which modern society is based, cannot be achieved without innovation. The size of these sectors, which emit billions of tons of CO2 annually, implies accelerating both the development and the deployment of the most promising solutions. Speed and scale are the 2 guiding principles in the energy transition. Achieving it will require substantial investments (private and public) and also the development of new business models and industries.

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**Simon Friedrich**

**Biography**

Simon Friederich is an Associate Professor of Philosophy of Science at the University of Groningen, the Netherlands. His research focuses on the philosophy of physics, epistemology, and more recently global catastrophic risks. Recently, he has worked, among other things, on the foundations of quantum theory and the ethics of nuclear energy use.

**Abstract: "Technology, risks to humanity, and the problem of affecting the far future"**

Technological progress has helped to dramatically improve human welfare in the last few centuries, in particular in the course of the industrial revolution, whenever and wherever it happened. But today, the largest risks to humanity also seem to come from the potential misuse or misalignment of powerful technologies, notably, bio-technology, nuclear technology, and artificial intelligence. I briefly outline the problem of artificial intelligence alignment, seen by many as the currently largest existential risk to humanity, and consider what a successful transition to a world with superhuman artificial general intelligence might look like. I also consider ways in which concrete attempts to beneficially influence the long-term future might backfire

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## **Peter Høghøj**

Peter Høghøj is co-founder and CEO of Xenocs, a company providing solutions for characterization at the nano-scale. He obtained a Ph.D. from University of Copenhagen on research on X-ray optics done at ESRF and then joined the Institut Laue Langevin working on multilayer optics before spinning of Xenocs from ILL in 2000.

### **Abstract: "From research to entrepreneurship – and back"**

Based on my personal experience, I will try to outline how scientists can identify and pursue opportunities for entrepreneurship. Along with opportunities some of the challenges and pitfalls faced by start-up entrepreneurs - in particular in deep-tech start-ups – and by scientists turned entrepreneurs will be addressed along with examples on how they can be overcome.

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## **Andrea Lausi**

### **Biography**

Andrea Lausi is the scientific director at the Synchrotron light for Experimental Science and Applications in the Middle East (SESAME) since March 2020. He has been working at the Italian facility Elettra for more than 20 years and has been in charge of several hard x-ray beamlines and project. From 2017 to 2020 he has also been the coordinator of all communication activities of Elettra.

### **Abstract: "SESAME: a story of cooperative brilliance"**

A synchrotron light source in the Middle East is something people aspired for as far back as the 1980s. A synchrotron light source in the Middle East that would build scientific and cultural bridges between diverse societies, and contribute to a culture of peace through international cooperation in science, is more than even the most optimistic had dared to hope for. Yet SESAME is all of this!

SESAME is the result of hard work and determination as well as of goodwill and generosity on the part of international organizations and synchrotron radiation sources world-wide.

The presentation will take a look at the global efforts that went into making SESAME what it is today. A fight against many odds, including the forces of nature.

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## **Géraldine Leduc**

### **Biography**

Géraldine Le Duc obtained her PhD in 1995 in the field of contrast media development with Guerbet Laboratories while working on iron oxides particles for MRI. After a one year position in USA (synchrotron facility, Brookhaven National Laboratory, Department of Energy, New York, 1997) she obtained a young scientist award at the Biophysics and Synchrotron Radiation meeting (Chicago, 1998), for the realization of the first in vivo quantitative image performed in a synchrotron environment. She was appointed as a scientist at the European Synchrotron Radiation Facility, a centre of excellence for fundamental research, also committed to applied and industrial research where she was in charge of in vivo applications using synchrotron beam during 18 years. Since then, she shared her scientist life between supporting the international user community of the European Synchrotron Radiation Facility and her own research. In particular, she pioneered the use of nanoparticles for radiotherapy and imaging in general, establishing the proof of concept about the AGuIX® nanoparticles efficiency as theranostic agents for cancer, by performing in vivo experiments. As a specialist of imaging and radiotherapy of cancer (MRI, X rays, synchrotron) using contrast agents and/or nanoparticles, she co-authored more than 100 papers and 4 patents (H-factor:43).

In 2015, she co-founded NH TherAguix and she became the CEO of this clinical stage start-up company. In 2018, she was awarded by the Business With Attitude prize (organized by the Figaro) that rewards woman entrepreneurship. In 2019, she realized a €13M Serie A fund raising for ensuring one more step in the growth of the company with Venture Capitals funds. From that point, NH TherAguix grew from 6 to 20 collaborators, entered in Phase 2 clinical trials in France and obtained an IND in the US. Altogether with NH TherAguix team, she shares the ambition of translating to clinics until registration a novel nanotechnology based therapy against cancer, the AGuIX nanoparticles. In private life, Géraldine Le Duc is engaged in biodiversity conservation as a naturalist.

**Abstract: "AGuIX as a drug candidate-From workbench to patient (...being a scientist, being an entrepreneur, a possible path!...)"**

NHTherAguix is a Phase II clinical stage biotechnology company developing AGuIX® nanoparticles that increase the effectiveness of radiotherapy. Designed to increase the dose differential between tumours and healthy tissues, AGuIX® also allows more accurate RT imaging guidance. AGuIX® has been extensively tested in various preclinical models published (>80 papers) and patented (15 patents). As of today the product has been injected in > 100 patients with no safety issues. Results of the First In Human Phase I trial in brain metastasis (NANORAD1, 15 pts/15, France) have confirmed the triple effect: targeting, imaging and treatment. AGuIX® is currently undergoing 5 Ph I- II randomized trials with encouraging Phase 2 preliminary results. The lecture will focus on the translation of a scientific project into a start-up including the entrepreneurship venture as an individual path.

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## **Carole Neyrinck**

### **Biography**

Carole Neyrinck is since 2019 the Global Manager of the Corporate Social Responsibility (CSR) at ARaymond in Grenoble, France. At the same time, she is a partner in Time For The Planet, a company with a mission to raise 1 billion euros to create 100 companies fighting global warming and also an active member of the College of Sustainable Development Directors (C3D).

She obtained a Master degree in biochemistry at INSA Lyon in 1990 and an Executive Certificate, "Corporate Social Responsibility and Sustainable Development" at Centrale Supélec in 2014.

**Title: "Implementation of an Environmental, Social and Governance strategy at ARaymond"**

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## **Gaël Parent**

### **Biography**

Gaël Parent is the Innovation Project Manager at CEA. Part of the Exploration and Innovation Team at CEA TECH, involved in different project in Agri/agro, Energy & Silver economy strategic exploration project. Previously he was Technical Marketing Manager & Sales Engineer at Microworld SA.

**Title: Creativity & design thinking**

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## **Laurent Rannaz**

### **Biography**

Laurent Rannaz has spent more than 30 years in the industry working at Caterpillar mainly in Operations, at various management positions including the position of Caterpillar France Managing Director. He

decided 4 years ago to change gear and became an assistant Professor at Grenoble INP, Génie industriel in order to share his experience with younger generations.

**Abstract: " Introduction to the Industry of the future"**

Laurent is going to present a model defined in order to assess readiness of companies for the industry of the future. This model has been created originally in order to prepare the school educational model to make sure that students are in line with the needs of the industry. It quickly appeared as well that the model could be used to help companies to prepare themselves and the model has been transformed into a diagnosis tool to help them. The results of the deployment of this tool are going to be presented and tools & practices that appear to be key for the future will be discussed.

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**Andrea Riccio**

**Biography**

Andrea Riccio is the Responsible of Milano Bicocca Research and Third Mission Area, and she is working on the implementation of strategic initiatives and viable strategies to favor the embedment of science to society. Among the others, she has been the project coordinator of FIT4RRI H2020 project (successfully concluded in 2020) and RRIstart H2020 project (started in March 2021), both dealing with responsible research and Innovation as a teaser to foster institutional change in RFPOs. She is involved in the definition of impact strategies in universities.

**Abstract: "Science and more: Open Science and open innovation create value too"**

Open Science is a dense concept, promoting cooperative work in science and new ways of diffusing knowledge by using ICT and collaborative tools. Open science is also a way to create value with and for researchers, enabling new forms of cooperation with stakeholders. In this sense, open innovation represents a great opportunity to enlarge your foresight and get inspired.

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**Maud Rio**

**Biography**

Maud Rio is an Associate Professor at Grenoble Alps University G-SCOP Laboratory since September 2015. Her research includes developing models and designing methods based on the approach of integrated design to boost environmental performance of products and processes in line with emerging technologies leading to new forms of consumption and production for socio-ecological sustainability. She just finished in September 2022 a full-sabbatical research year to support the integration of an authentic ecological thinking into engineering-related field research (design of products and systems and sustainable circular economy), in industries, and at the university by developing a reflexive method. She has been visiting, learning and questioning ongoing research, and initiating some research collaborations with researchers from the Stockholm Resilience Center in Sweden, the DTU in Denmark and from Lausanne University in Switzerland. Back in France, current collaborations include the PowerAlps Institute cross-disciplinary research project aiming to federate Power Electronics in Grenoble (2022-2026), the VIVAE project (AAPG2021 - ANR PRCE - Industry of the Future)-InnoVatIve life cycles to keep the VALUE of power Electronics, in collaboration with the G2ELab in Grenoble, the I2M in Bordeaux, Eaton and Oscaro Power; as well as the ET-LIOS Project of Open Technological Courses for undergraduate Students related to the Sustainable and Responsible teaching (AAP ANR 2020). Maud is also a lecturer in Mechanical Design Engineering and Ecodesign & Sustainability, predominantly at the IUT's Mechanical and Manufacturing Technological School of Grenoble (GMP). In addition, she supervises undergraduate, postgraduate, and master students in related fields, as well as co-supervises PhD students in integrated design. She is also lecturing in other engineering schools (INP-G, Arts et Métiers ParisTech).

**Abstract: "Scarcity of material and resources: when it creates opportunities (eco-conception, cyclability, life cycle analysis)"**

The lecture will be about addressing the issues of sustainability in the industry today, and opening to sustainable circularity through ecodesign practices, and methods to quantify the impacts generated by engineers or researchers in engineering design choices. Planetary boundaries will be introduced, which includes material and resource scarcity. Illustration will be taken to invite InnovaXN participants understand the complexity of sustainability issues, and question their own practices. Guidelines and fundamental skills will be proposed to be equipped to innovate within planetary boundaries for the coming years.

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**Uwe Sassenberg**

**Biography**

Uwe Sassenberg is CEO SaSaS Science as a Service GmbH since July 2022. Before he was Scientific Officer (Coordinator ScienceLink Network) of Deutsches Elektronen Synchrotron since 2010.

**Title: Start-up environment - science entrepreneurship**

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**Ioannis Sagias**

**Biography**

Mr. Ioannis Sagias works in the European Commission as deputy head of the unit responsible for Valorisation policies and intellectual assets management in the General Directorate for Research and Innovation. He holds a diploma of Electrical and Computer Engineer from the National Technical University of Athens (NTUA). He did his postgraduate studies in the same university in Decision Support Systems and also holds an MBA. Before joining the EC he worked for many years in the private sector as a project manager in the domain of ICT and adult education. In the EC he worked for most of his time on different research and innovation related posts such as research infrastructures, the European Research Council, the dissemination and exploitation of R&I results and he is currently involved in the co-creation of a EU code of practice for the smart use of IP.

**Abstract: "Knowledge valorisation paths to transform your R&I results"**

My presentation will revolve around the valorisation of the research results and how this can be achieved. It will go through the guiding principles for knowledge valorisation, touch upon elements of intellectual assets management, standardisation activities, industry – academia collaboration . It will connect all these elements with Horizon Europe and the possibilities that researchers have though this Framework programme. The presentation will be concluded with questions and answers from the ESRF researchers on the use of their results.

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**Wiebke Manuela Schulze**

**Biography**

After studying Biochemistry and multiple internships abroad, Wiebke obtained her PhD at EMBL Grenoble before her scientific journey continued into industry. Here she started a Contract Research Organisation

(CRO) and later on joined a contract development and manufacturing (CDMO) in the quality control (QC), where she currently is heading a team of QC project leads supporting the production of bioconjugates..

**Abstract: "From bench to patient - a quality perspective"**

We all are aware that quality is a major aspect of any production or service. But what is actually quality and how is can it be measured? Taking a short excursion into the world of biological drug development, we will address these questions and gain a first insight into quality units and quality control strategies.

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**Marianthi Tsoli**

**Biography**

International Professional Coach & Consultant, Pedagogical Responsible & Trainer for Executive Programs at Grenoble Business School (GEM)

During my first 15 years of professional experience in an industrial international group (Pechiney – Alcan - Rio Tinto), I assured missions within operational and corporate organisations, at a European and international level, as Communication and Public Relations Manager, Black Belt Lean Six Sigma Project Manager, HR Manager & HRD. Since 2014, I am a Professional International Coach, accompanying individual and organisations' development and applying behavioural Agility & Lean methodology for brainstorming & creative workshops. I am awarded a diploma in Political Sciences International Relations –Université Libre of Brussels (ULB) with a Master's degree on European Politics Cultures and Societies VUB - collaboration with Cambridge

*Main Collaborations: Volvo Renault Trucks, Schneider Electric, ST Microelectronics, Stäubli Robotics, Serge Ferrari, Ville de Grenoble, Société Générale, Amarenco, Vétoquinol, Euronews, Holding Textiles Hermès, L'Oréal Hellas, Automotive EFL, AXA, SEDIVER*

Créanov serious game session

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**Ian Tracey**

**Biography**

Ian Tracey co-founder of Anchored In. He help's companies to understand the mix of funding and connections that they need and help them tell their story with clarity to prospective customers, grant providers and investors. He has held roles in technology transfer and ran an IP network for CERN, and has travelled the journey from lab bench to successful startup.

**Abstract: "Engagement is how we can change the world with our research"**

A few years ago, most of you started a project. The destination could have been a PhD, or a grant call or even just because curiosity woke you that morning. You have been on a journey and I hope that you are closer to the answer than you started.

In this interactive workshop we will explore, how we can change the world with our research, how we engage with people, and why others should see your research as important. You will leave with some tools, and I hope curiosity on how you can change the way you tell your story to engage the world deeper.