



PRESENTACIÓN

Breve descripción:

An “innovation ecosystem” is the term used to describe the various players, stakeholders, and community members that are critical for innovation. An innovation ecosystem is made up, on the one hand, by a series of agents and, on the other, by the relationships or interdependencies that exist between each of these agents.

An innovation ecosystem includes universities, government, corporations, startup accelerators, venture capitalists, private investors, foundations, entrepreneurs, and mentors. Each plays a significant role in creating value in the larger ecosystem by transforming new ideas into products/services through access and financial investment.

The value of an innovation ecosystem lies in the access to resources for the innovators and the flow of information for the ecosystem's stakeholders. This information flow creates more investment opportunities for the right institutions to connect with the right ideas for their businesses and portfolios, at the right time, for the right reasons.

Companies need to master working within complex and rapidly changing innovation ecosystems and face a number of typical challenges:

- Identifying which technical capabilities are strategically important for the future, especially in light of digitalization.
- Shaping the innovation ecosystem, identifying and attracting the right partners, and getting the best out of collaborations and partnerships with externals, especially startups and academics.
- Developing effective venturing and incubation capabilities that deliver real business value.
- Transforming culture and capability from a traditional in-house R&D orientation towards an agile, entrepreneurial, open-innovation approach.

- **Titulación:** Máster en Innovación Tecnológica
- **Módulo/Materia:** Visión Estratégica (MINT) / Visión estratégica en entornos innovadores
- **ECTS:** 5 ECTS
- **Curso, semestre:** 1º, Primero
- **Carácter:** Obligatorio
- **Profesorado:**
- [Rodríguez Ferradas, María Isabel](mailto:mirodriguez@tecnun.es) - Email: mirodriguez@tecnun.es / Profesor contratado doctor
- Castellano Sanz, Paloma / Invitado (Colab.Docente)
- [Pego Reigosa, Gustavo](mailto:gpego@unav.es) - Email: gpego@unav.es / Colaborador docente (Colab. Docente)
- Saborido Scafati, Andrés / Invitado (Colab.Docente)
- **Idioma:** Castellano

COMPETENCIAS



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- CG1 - Integrar visión estratégica y tecnología para generar nuevos modelos de negocio.
- CG2 - Coordinar grupos de trabajo multidisciplinares para desarrollar procesos de transformación basados en tecnologías emergentes.
- CB8 - Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios
- CB9 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades
- CB10 - Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- CE1 - Comprender los cambios tecnológicos y las nuevas tecnologías disponibles, tanto desde el punto de vista estratégico como operativo de la organización.
- CE3 - Conocer y manejar los conceptos de la I+D+i, sujetos activos, marco legal, gestión de la propiedad intelectual y los procesos de transferencia de la tecnología.

PROGRAMA

The program of this course will include the following units:

Unit 1: Introduction to Innovation Ecosystems

- What is an Innovation ecosystem?
- Different types of Innovation Ecosystems
- Tools to find members of an Innovation Ecosystem

Unit 2: Strategic Technology Management

- Maturity of technologies
- Roadmapping
- Technology portfolio management

Unit 3: Open Innovation

- Definition
- Typologies
- Open Innovation practices

Unit 4: Entrepreneurial mindset and experience

- Laying the foundations and encouraging entrepreneurship
- The perfect Pitch
- Team building, partner agreements and negotiation with investors

ACTIVIDADES FORMATIVAS

Session 1: What is an Innovation ecosystem? + Different types of Innovation Ecosystems (5 h)

Case study: Identify and analyse an innovation ecosystem and presentation to the class about these ecosystems.



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Session 2: Strategic Technology Management (5 h)

Case study: How to use emerging technologies to inspire innovations in a company?

Session 3: Open Innovation: Concept + Practices (5 h)

Case study: Analyse case study of Open Innovation experiences.

Session 4: Laying the foundations and encouraging entrepreneurship (3 h)

- Startupconcept . Escalability and Technology.
- Ingredients to be an entrepreneur.
- Wayra experiences – Main exits in Spain, Europe, Israel, USA and in Eastern countries.
- Main entrepreneurship ecosystems in Europe by invested funds.
- The Perfect Team. Founders studio of Wayra.

Session 5: The Perfect Pitch (6 h)

- Structure, contents and materials to develop.
- What questions will an investor ask you?
- The metrics of investors.
- Business models, monetization and pricing
- Storytelling and communication
- Hot seat exercise

Session 6: A good foundation for your startup (6 h)

- Team and partner agreement
- Financing models and investors types.
- Termsheets and negotiation with investors.
- Pitch competition

Sessions 7 to 10: Israel trip

To enhance the global profile of the students, it is planned that the master's students will spend an intensive week in Israel, one of the internationally renowned ecosystems of technological innovation. During that week the students will have a personalized training program where they will meet experts in innovation.

EVALUACIÓN

CONVOCATORIA ORDINARIA

This course will be evaluated by means of the following activities:

- 40% of the final mark = Case Studies related to contents of Units 1, 2 and 3.
- 60% of the final mark = Pitch competition included in the 2nd Bimester Transversal Project related to contents of Unit 4 – (30% Pitch Deck contents + 30% Communication and presentation).

CONVOCATORIA EXTRAORDINARIA

- 40% of the final mark = 1 Case study related to contents of Units 1, 2 and 3.



- 60% of the final mark= 1 Case study related to contents of Unit 4.

HORARIOS DE ATENCIÓN

To arrange a meeting with a professors, please send him/her and e-mail.

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BIBLIOGRAFÍA

- Fransman, M. (2018). Innovation ecosystems: Increasing competitiveness. Cambridge University Press.
- Chesbrough, H. (2006). Open innovation: a new paradigm for understanding industrial innovation. *Open innovation: Researching a new paradigm*, 400, 0-19.
- Sloane, P. (2011). A guide to open innovation and crowdsourcing: Advice from leading experts in the field. Kogan Page Publishers.
- Senor, D., & Singer, S. (2018). Start up Nation-La historia del milagro económico de Israel. Nagrela Editores, SL.