



INNOVATION WORKSHOP: A TRANSDISCIPLINARY APPROACH TO “THINKING COMMERCIALY”

DATE: OCTOBER 3RD, 2016

TIME: 9:00AM – 4:00PM

LOCATION: AIX-MARSEILLE UNIVERSITÉ, FACULTÉ DES SCIENCES DU SPORT,
163 AVENUE DE LUMINY, MARSEILLE, FRANCE

We cordially invite you to participate in a stimulating one-day *Innovation Workshop*, co-organized by **Active Aging 2.0**, the **Pan-Canadian aging and technology research network (AGE-WELL)** to help you develop a commercialization strategy for your research project using a transdisciplinary approach. The workshop is supported by **FastSpor’In** and **Eurobiomed**.

KEY OBJECTIVES

- i. To bring together a diverse range of stakeholders to work collaboratively on strategies for successful commercialization.
- ii. To think about transdisciplinary ways of working and how these can be applied in practice and in ‘real-time’ settings to maximise opportunities and increase successes for commercialisation or transfer of knowledge or services related to technologies to support healthy aging.
- iii. To provide an overview of commercialization and learn from each other as stakeholders identify where their projects are situated on the technology readiness scale. Note that technology readiness levels are applicable to technology, knowledge and service “products”.
- iv. To encourage participants in the development of a business and commercialization plan using their own research projects as case-studies.

All meals will be provided. An itinerary will be circulated closer to the date. Please send us your RSVPs by **September 29rd, 2016** to the workshop organizer.

~ WE LOOK FORWARD TO SEEING YOU ON OCTOBER 3rd AT THE INNOVATION WORKSHOP~

Organizer Contact Details: J.J Temprado, jean-jacques.temprado@univ-amu.fr