

**Das**  
**DFG-Graduiertenkolleg 2204**  
**„Substitutionsmaterialien**  
**für nachhaltige Energietechnologien“**



**lädt ein zu seiner Sonder-Ringvorlesung**  
**„Industrial Materials Technology:**  
**My idea seems to work – what now?“**  
**(3 Termine)**

**Sprecher: Dr. Christian Neumann, Heraeus Holding GmbH, Hanau**  
**Raum: neues Chemie-Hörsaalgebäude, Hörsaal C 5b**

<b>Termin</b>	<b>Thema</b>
Do., 11.01.2018, 16:00 – 18:00 Uhr	Respect the state of the art!
<p><b>Abstract:</b> Bright ideas how to solve a problem come to people every day – as a result of understanding unmet needs either in technology or business model. Most of the time, these ideas have already been used to solve a similar problem.</p> <p>This lecture will shed some light on how to deal with an idea and learn which solutions other researchers and developers have come up with. It will focus on intellectual properties, active and passive IP strategies and possibilities to circumvent them using practical examples and TRIZ.</p>	

<b>Termin</b>	<b>Thema</b>
Do., 25.01.2018, 16:00 – 18:00 Uhr	Check for cost!
<p><b>Abstract:</b> After understanding what competition is doing to solve unmet needs one must understand the cost structures of your solution and compare it to existing competition. You have to build your unique selling proposition (USP). Therefore it is necessary to come up with a detailed model – not only for manufacturing cost comparison but more comprehensively for customer advantage and value-based pricing.</p> <p>This lecture will set the basics for developing and communicating derived USPs using elevator pitches and willingness-to-pay talks with customers using practical examples.</p>	

<b>Termin</b>	<b>Thema</b>
Do., 08.02.2018, 16:00 – 18:00 Uhr	No waste!
<p><b>Abstract:</b> After having a solid proof-of-concept and first positive customer testimonials it is time to accelerate activities with respect to start a business and strategies to obtain funding.</p> <p>This lecture will first give an overview on funding strategies and later show principles of Lean Startup theory for an effective start of a business. It will show how to avoid wasting resources using a minimum viable product and how to quickly derive real customer solutions in close cooperation with them.</p>	

**Alle interessierten Studierenden und Mitarbeiter/innen der beteiligten Institute sind herzlich willkommen. Eine Anmeldung ist nicht erforderlich.**

**Die betreuenden Hochschullehrer/innen des GRK 2204**