



MAGNETIC  
LATVIA

LIAA



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NACIONĀLAIS  
ATTĪSTĪBAS  
PLĀNS 2020



EIROPAS SAVIENĪBA  
Eiropas Reģionālās  
attīstības fonds

IEGULDĪJUMS TAVĀ NĀKOTNĒ

 **LIAA**  
Latvijas Investīciju un attīstības aģentūra  
Investment and Development Agency of Latvia

**9:30 Registration and coffee**

**9:55 Welcome address**

**10:00**

**Workshop** | Introducing different types of business models and commercialisation plans. What to consider, avoid, validate

**11.30 Coffee Break**

**11:00**

**Practical** | Teams consider the most appropriate business model to commercialise their research / technology

**12:30**

**Workshop** | How to map out your potential ecosystem

**13:30 Lunch**

**14:00**

**Practical** | Teams work on their own ecosystems using our ecosystem mapping templates

**14:45**

**Workshop** | How to develop and articulate a value proposition using lean principles

**15:45 Coffee Break**

**16:00**

**Workshop** | Traction and market Testing

**17:00 Debrief and close**

**Workshop Day 3**

**Science Commercialisation,  
marketing and solution building**

**January 10th, 2019**

**Riga, Perses street 2, 2<sup>nd</sup> floor**

**Workshop and practical led by**

**[Paul Finch](#) & [Rayan Jawad](#)**

The routes, commercial & business models to commercialise scientific research

Understanding the industry eco-system and market segmentation

Creating a value proposition that resonates with your target market

Rapid proposition and market testing

Contact details:

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