

A team at your service

Giovanna Berera

Head of the Office, Business Relations

Sara Alba

Innovation ecosystems

Alessio Bertocco

Scouting and Innovation promotion

Erica Brandolino

Innovation promotion

Hélène Duci

Communication and events

Samuela Franceschini

Scouting and Innovation promotion

Luciana Gualdi

Innovation ecosystems

Daniela Pavan

Innovation designer

Maddalena Striuli

Innovation ecosystems



PinK - Promoting Innovation and Knowledge is Ca' Foscari University of Venice's unit dedicated to **entrepreneurship, technology and knowledge transfer** between University **research** and the production system. We foster mutual innovation and development and support the exploitation of research results.



Contacts

Ca' Foscari University of Venice

Ca' Bottacin, Dorsoduro 3911

30123 Venice, Italy

+39 041 234.8146

pink@unive.it

unive.it/pink

 PinK - Knowledge Transfer Ca' Foscari



Ca' Foscari
University
of Venice

>PiNK<
PROMOTING INNOVATION
AND KNOWLEDGE

**Giving
value to
ideas, from
research to
business**

Researching together: opportunities for companies and institutions

Why to collaborate with Ca' Foscari

- › **Matchmaking** events with researchers that can meet the specific needs of the company
- › **Projects and research on demand** and joint projects, benefiting from the expertise, facilities and equipment at Ca' Foscari
- › **Consulting**, feasibility studies, support and technical-scientific opinions on project activities
- › **Analysis, tests and calibration**, in particular in the fields of chemistry and ecology
- › Support in **screening funding opportunities** for innovation and for the development of business-university **partnerships**

Fundable activities

Are there any research topics that your business or entity would like to investigate further? By starting research in partnership with Ca' Foscari, you can finance:

- › research grants
- › short term research fellowships
- › traditional PhDs
- › industrial PhDs



CSA - Services Centre for University Scientific Instruments

Do you need **scientific instruments** or specialist analysis?

Discover the university's equipment and technological platforms, access our research **laboratories** and Ca' Foscari's integrates skills to support research projects.



PInK - Promoting Innovation and Knowledge

offers a range of services to respond to the **needs of the company** and the challenges with which we are presented, thanks to the **multidisciplinary potential** of Ca' Foscari: **giving value, partnership research, consultancy, networking** are some of the activities through which the **collaboration between University Research and Business** takes shape. Find out how to transform business needs into opportunities!

We support...

#KnowledgeTransfer

#ValuingIdeas

#Innovation

#Services

We support our researchers to promote meetings and collaborations with entities, associations and companies and we provide consultancy and training in the areas of **intellectual property, patenting, financing** for innovation and partnership development.

Giving value to Ca' Foscari's research

Training, information and scouting

- › Training and information for our researchers on **intellectual property and self-entrepreneurship**
- › Scouting to identify research results that can be **patented** or otherwise exploited
- › Study of the best **exploitation** strategy with a view to distribution, dissemination and technology transfer

Innovation and networking

- › Participation in **technological showcasing or generalist trade fairs** to facilitate the meeting between the demand and supply of innovation technology
- › **Matchmaking** events between companies and researchers to develop research on topics of mutual interest
- › Promotion of **joint projects** with companies
- › Support and screening of **funding** opportunities for innovation and the development of business-university partnerships

Patents

- Suggestion of the best **protection strategies** (patent, utility model, know-how, trademark, design)
- Check of the patentability requirements through **state of art and prior art** searches
- Management of the offer of university patents to potential licensees or buyers
- Management of the **patenting** procedures on behalf of the university and the negotiation and stipulation of license and/or transfer agreements

Spin-offs

Support to researchers in drafting entrepreneurial projects to create spin-offs, following them during accreditation procedures and in the incubation phases of the company.