

# Centre for Innovation and Technology Transfer Management

WARSAW UNIVERSITY OF TECHNOLOGY



**Warsaw University  
of Technology**



## Introduction

We live in the era of dynamic technological progress. If we do not wish to be merely passive recipients of new solutions, we should actively participate in them and create appropriate conditions for their development. This may only be attained through a partnership between the world of science and business. And here is where our role starts. We provide services both for the academia and businesses. We cooperate with public administration units and NGOs. Our team supports newly established start-ups, SMEs and large enterprises.

For the academia we conduct activities supporting students interested in developing their creativity and entrepreneurial skills and in increasing their value in the job market. We assist the academic staff from our university in the implementation of the results of their work in the business sector and in improving their competencies.

We also offer a special training package for people in managerial positions in the Warsaw University of Technology, so that they can improve their management skills. Continuous use of the potential of the University is the greatest asset and value of the Centre.

If it were not for our team, all the above would not be possible. Our team is a group of open-minded, dedicated and creative people, who generate positive energy and create great atmosphere in the place. It is our cooperation that enables us to shape and improve our surroundings.

We are looking forward to your cooperation with the Centre for Innovation and Technology Transfer Management of the Warsaw University of Technology!



Acting Director of CZiTT PW  
Anna Rogowska



Pro-rector for Development  
prof. Stanisław Wincenciak PhD. Eng.

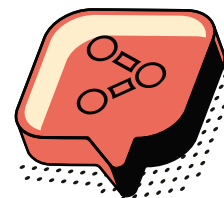
# Our offer for:

## SCIENCE



#analysis  
#research  
#survey  
pages 6-9

### Research centre



#interview  
#design  
#data  
pages 24-25

## BUSINESS

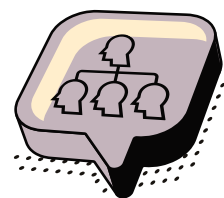


#incubation  
#spin-off  
#mentors  
pages 10-17

### Centre for Technology Transfer and business support

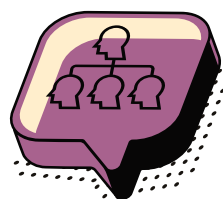


#start-up  
#implementation  
#commercialisation  
pages 26-29



#courses  
#education  
#students  
pages 18-21

### Centre for Education Support



#training  
#congresses  
#tests  
page 30

**Are you looking  
for a solution?  
Do you need a fresh view**



We are part of the Warsaw University of Technology, a centre for innovation conducting interdisciplinary research, providing services and organising training. We manage innovations understood as the promotion and development of academic entrepreneurship and we create conditions for the effective commercialisation of the results of research and development work.

Our interdisciplinary team consists of scientists and experts with reliable academic expertise and experience in business. Being a unit of WUT, we cooperate with renowned academics and doctoral and creative students in research projects.

We provide services for the academia, businesses and public institutions.

We provide analytical support for the Warsaw University of Technology by conducting a range of research studies and analyses commissioned by the authorities of the University and Faculties, as well as academic teams.





## Is your unit or team in need of support



Contact the Department of Research and Analysis!

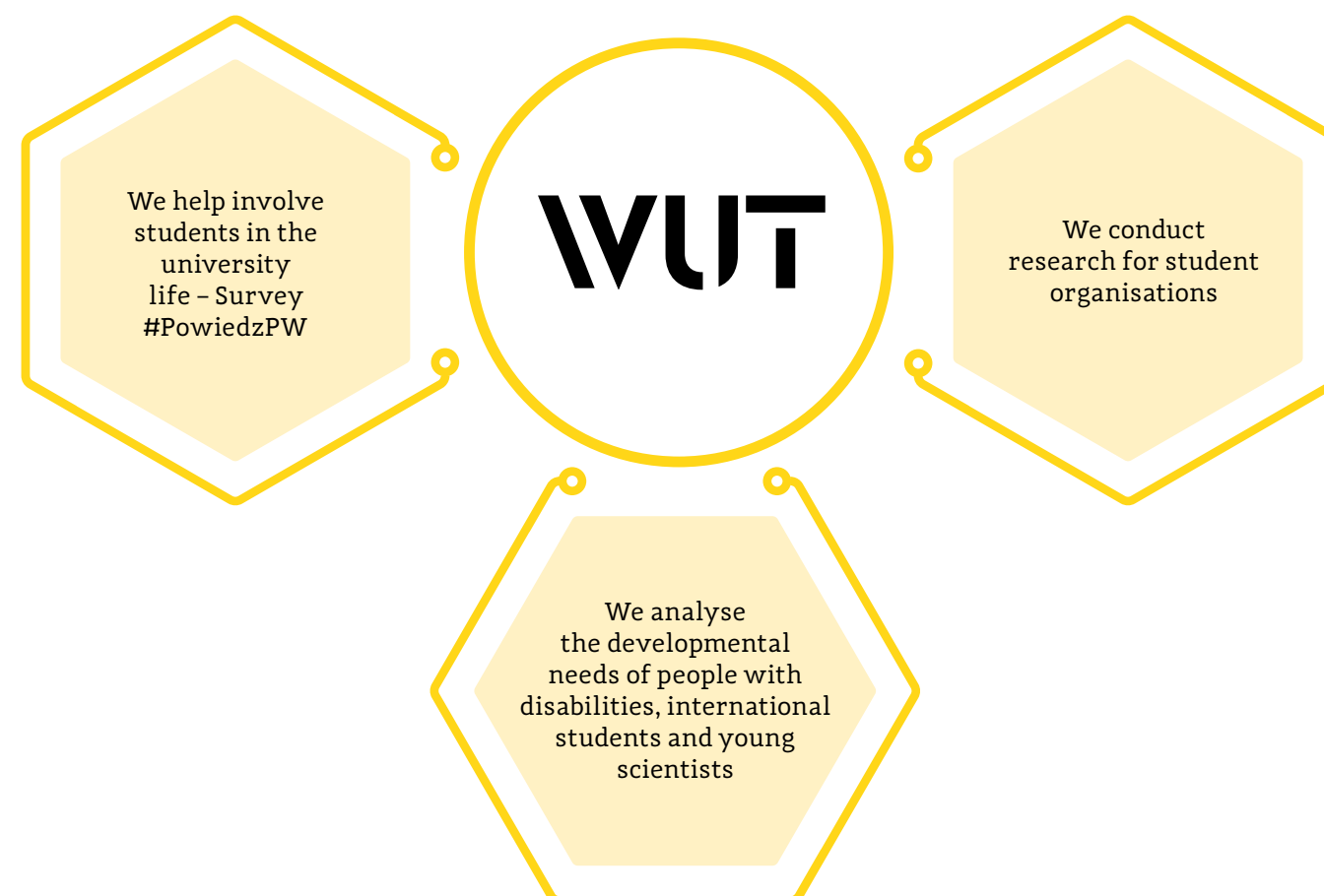
- We conduct research on quality of education: success stories, job market analyses, research on needs of employers cooperating with WUT, research for the purpose of creating new syllabi and accreditation by the Polish Accreditation Committee and the Accreditation Committee of Technological Universities.
- We conduct research supporting the development and management of the university, among other things, SWOT analyses, strategies for unit development and research support in WUT's strategic projects, for instance, Science-Education-Development-Cooperation (NERW).
- We conduct research supporting the activities of individual WUT units (Analysis of WUT websites, WUT Brand (Marka PW) , Monitoring of professional careers of graduate students, Diagnosis of factors supporting the achievement of professional success among WUT graduates, Diagnosis of form and methods of building programmes supporting innovations and entrepreneurship in WUT).
- We provide research support in educational projects strategic for WUT.
- We conduct research supporting the commercialisation process: the needs and expectations of businesses, effective tools for the promotion of research.

Please visit our website to see examples of the conducted research projects, including reports:  
[www.cziitt.pw.edu.pl/dzial-badan-i-analiz](http://www.cziitt.pw.edu.pl/dzial-badan-i-analiz)

## Are you a WUT student or a member of a student organisation



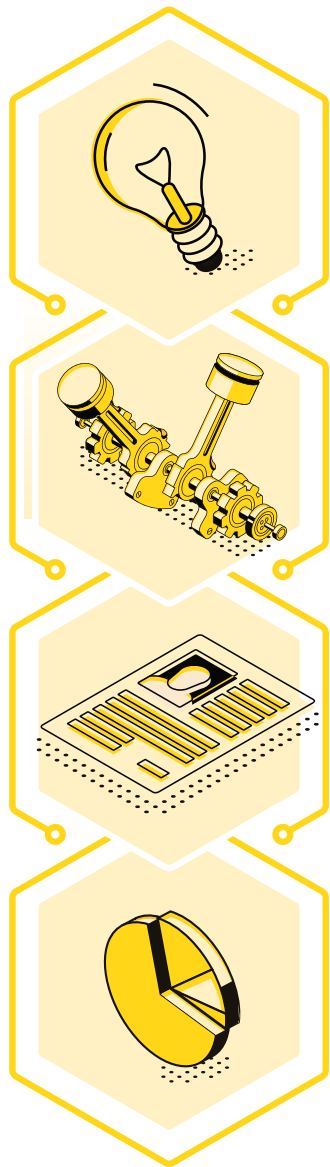
Use our support in research projects. We provide teams of students with space for the construction of prototypes, as well as with organisational and substantive assistance.



## Are you a scientist



We will support your project with our competencies on each stage of its implementation.  
We will help you respond to the needs of the customers and users of your product and service.



We provide help during the concept stage  
and in solving project challenges (creative workshops)

We conduct research of concepts  
and prototypes among users

We conduct market and social research  
(surveys, interviews)

We prepare analyses  
and visualisations of data

**We conduct our own research**, with emphasis on supporting innovative academic entrepreneurship, transfer of technologies and innovations, processes of science and business networking and quality management at universities. Examples of such projects include:

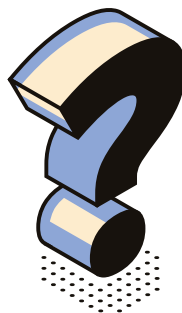
- analysis of challenges associated with the youngest generation's entrance to the job market from the perspective of students, universities and employers hiring graduates;
- diagnosis of key factors stimulating the development of the Mazovia region;
- evaluation of task qualification in socio-economic projects in compliance with the Law on principles of financing science;
- evaluation of the quality and results of implementing the third priority axis of the Knowledge Education Development Operating Programme – Universities for Economy (Program Operacyjny Wiedza Edukacja Rozwój - Szkolnictwo wyższe dla gospodarki i rozwoju).

During the implementation of projects, we utilise our research infrastructure including laboratories, project work, focus workshop and creativity workshop to run workshops, and a recording studio, among other things.





## Do you want to improve your entrepreneurial competence and have ideas for a product or service



Workshops and training run by WUT Incubator of Innovations will improve your knowledge on developing ideas and will take them to the initial business project stage. If you are a WUT student, take part in the First Step Academy programme.

### **DURING THE ACADEMY PROGRAMME YOU WILL LEARN:**

- methods of idea validation;
- ways of protecting business ideas;
- aspects of team building;
- techniques supporting marketing and sales.

The programme ends with an intensive and practical business workshop, in which participants work in groups on case studies generated during the course. During this „marathon” participants build a business model, design a marketing strategy and create a sales plan for a service or a product.

## Do you have an idea and ask yourself



- Is my idea for a product good?
- Will I find customers?
- Is the competition not too big?
- How to build a team?
- Can I run this business or not?

Anyone with an idea for a service or a product who wishes to work on it is welcome to our pre-incubation programme. Over eight weeks (workshops, expert consultations, meetings with team mentors, ExpertDay, InspireDay, DemoDay) participants will work on ideas, verify individual assumptions and take them to the stage of advanced business projects.

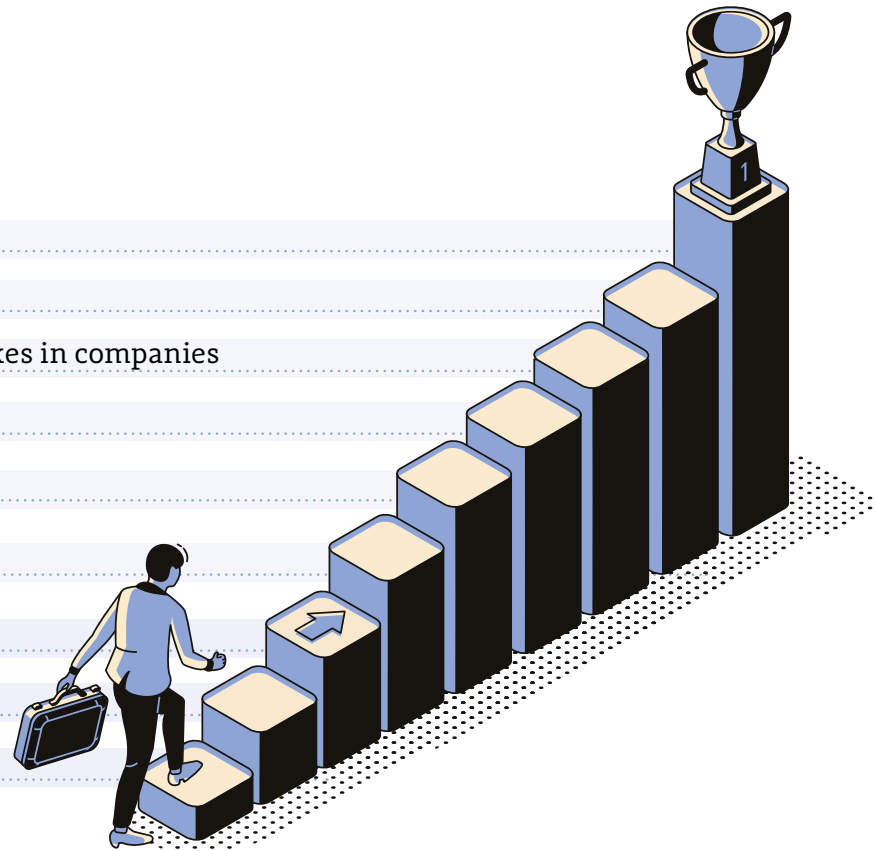
### **EVERY YEAR THERE ARE FOUR EDITIONS OF THE PROGRAMME:**

- two intended for WUT students;
- two open to everyone interested, including the scientists from the Warsaw University of Technology and other Warsaw's universities.

There are maximum eight teams in each edition.

## Pre-incubation course programme

Pitch, investor presentation  
Financing the development  
Legal forms of business and taxes in companies  
Building MVP  
Marketing and sales  
Customer development  
Lean canvas  
Team building  
Problem and solution

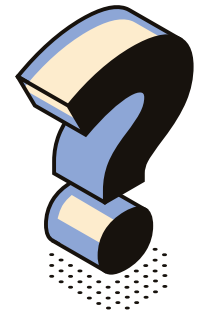


Jeżeli będziesz chciał kontynuować pracę nad projektem, czeka na Ciebie miejsce w naszym ProjectRoom-ie.

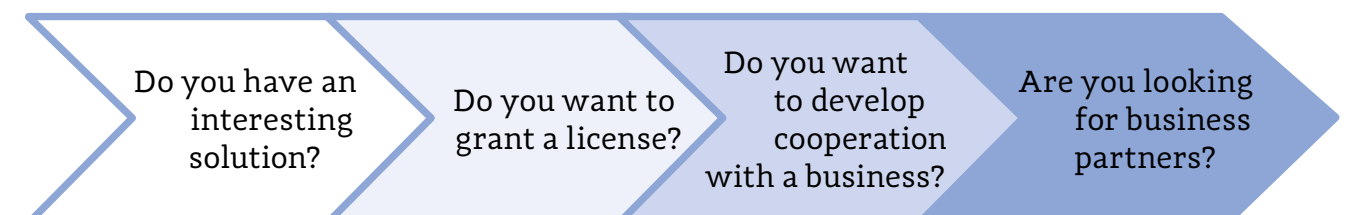
### WHAT DO WE OFFER DURING PRE-INCUBATION?

- participation in workshops (eight six-hour sessions);
- contact with experts from WUT Entrepreneurship Incubator;
- access to space of ININ PW during the course;
- our ProjectRoom if you wish to continue your work on the project;
- an opportunity to continue your work after setting-up your own business (as part of Incubation ININ PW) if your business project is positively verified;
- networking – priority access to events organised by CZIiT PW.

## YOU ARE AN AUTHOR OF RESEARCH FINDINGS AND YOU WOULD LIKE TO SEE THEM PUT INTO PRACTICE



We support the protection of your intellectual property produced at the University (inventions, user patterns, etc.).

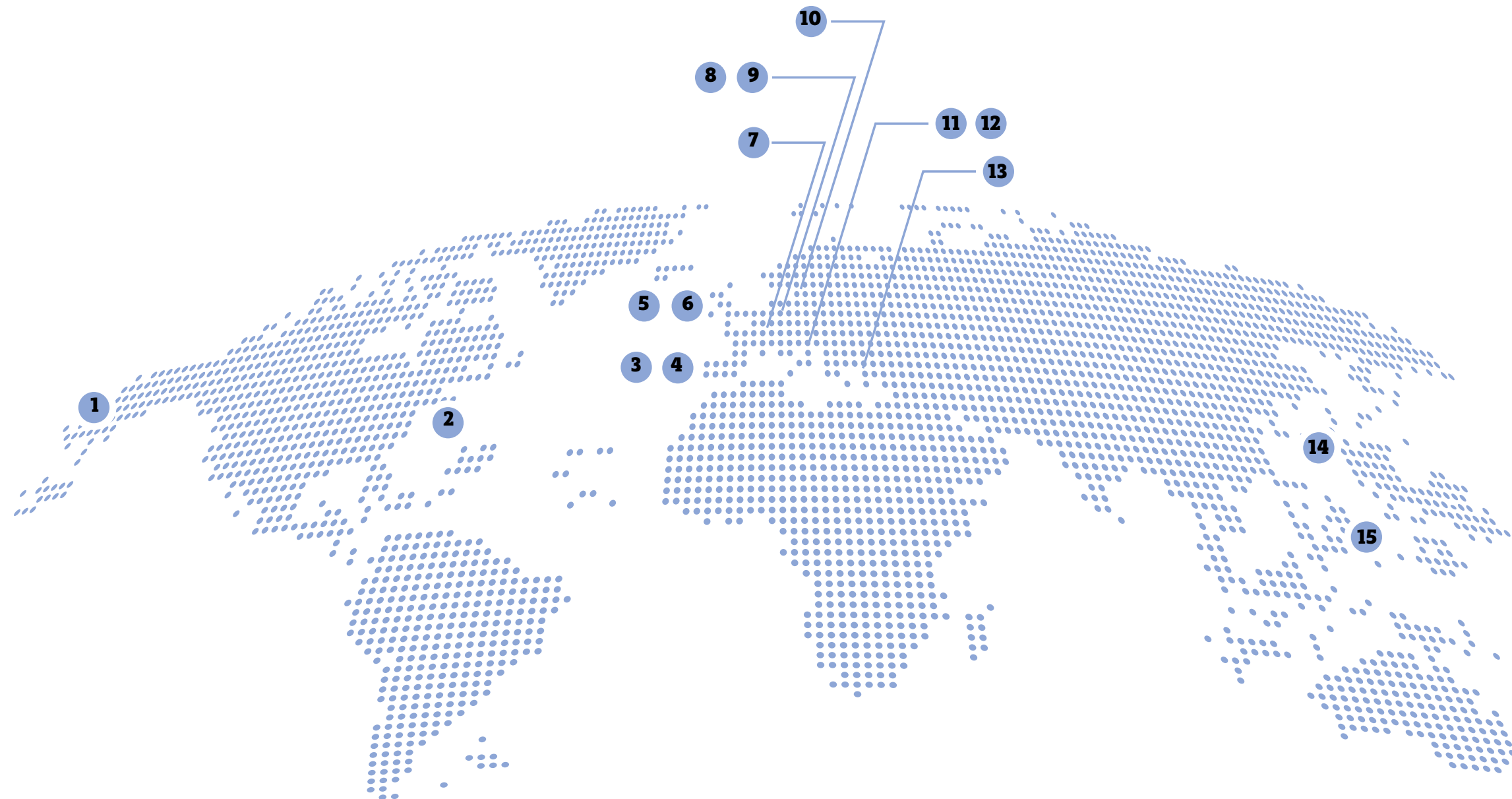


### WE OFFER:

- workshops;
- support during patent procedures;
- support in formalities and signing of a contract that we will settle later;
- assistance in finding business partners during meetings, congresses and studio visits we organise;
- support in a decision-making process for anyone interested in establishing a spin-off.



## We promote research and development work all over the world



**1** SAN DIEGO

**2** CAMBRIDGE

**3** LISBON

**4** PORTO

**5** DUBLIN

**6** NEWCASTLE

**7** GENEVA

**8** BERLIN

**9** MUNICH

**10** ESPOO

**11** LJUBLJANA

**12** VARAZDIN

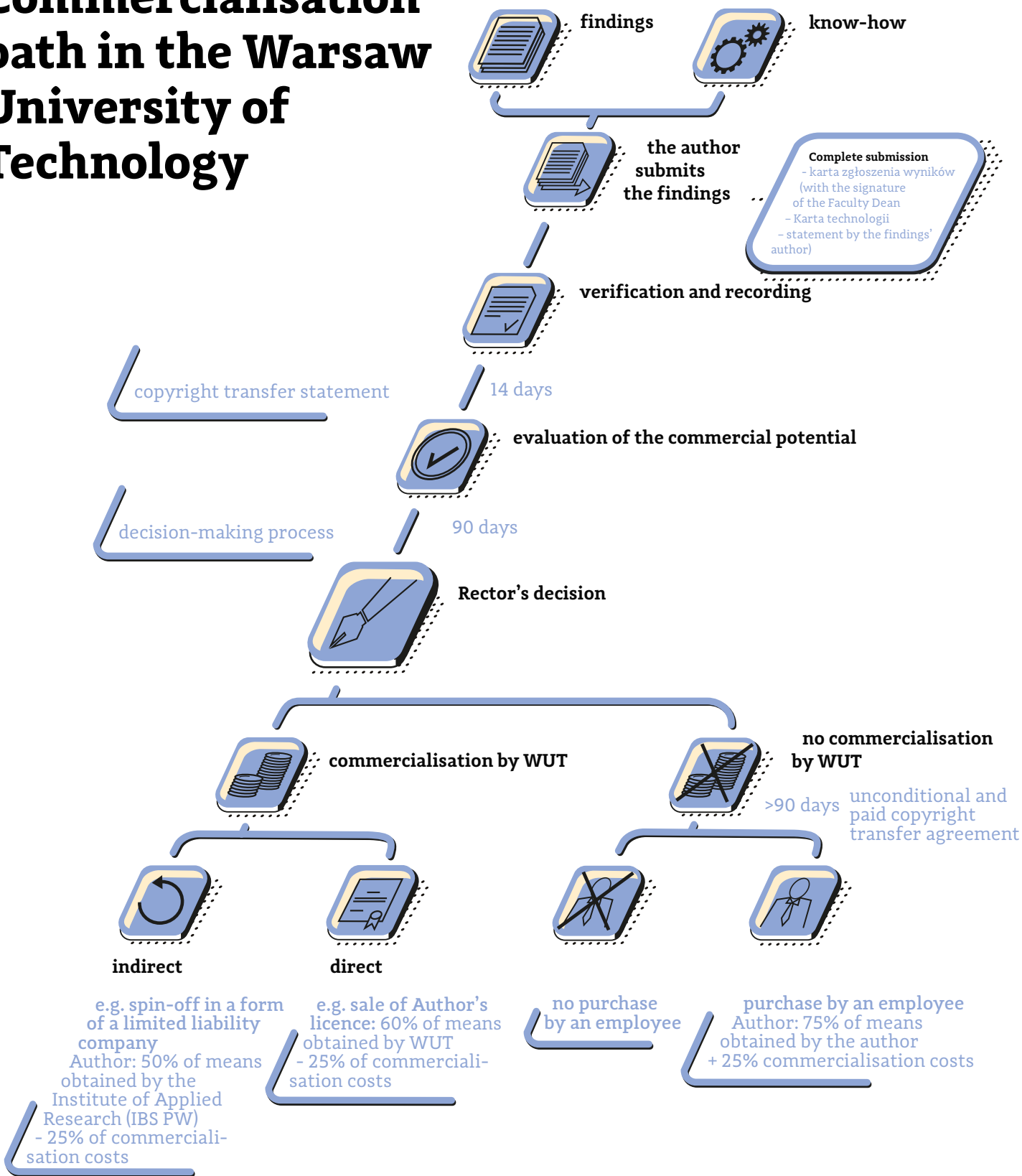
**13** ISTAMBUL

**14** DAEGU

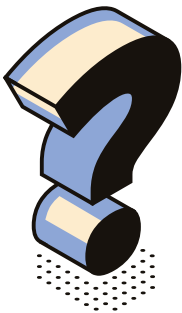
**15** TAIPEI



# Commercialisation path in the Warsaw University of Technology



You are convinced that the worlds of science and business have different goals and speak different languages

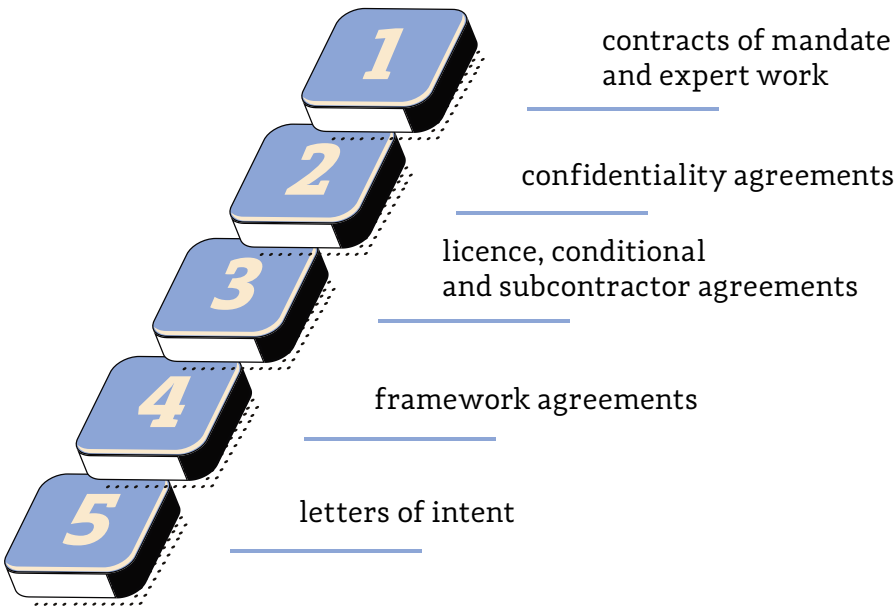


We welcome all employees of the Warsaw University of Technology to take part in our training whose objective is to support cooperation with businesses.

## TOPICS OF TRAINING AND WORKSHOPS INCLUDE, AMONG OTHERS:

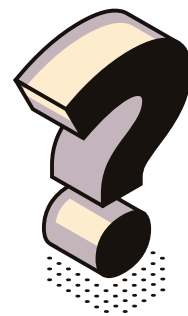
- the protection and management of intellectual property rights;
- presentation of the research findings to an investor.

Contact us if you are uncertain what your cooperation with a business should look like in formal terms. We will help you in many aspects of starting and running common projects.





**Are you a student and wish to improve your competencies**

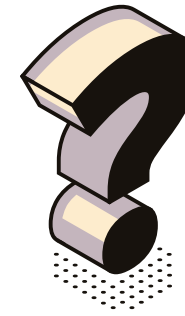


We provide support in acquiring knowledge and learning new skills sought by prospective employers.

**IF YOU USE OUR OFFER, YOU WILL BE ABLE TO FIND A GOOD JOB EASILY. WE OFFER COURSE AND WORKSHOP PACKAGES IN:**

- specialist programming, e.g. ANSYS, MATLAB, SolidWorks;
- operations on databases;
- programming, e.g. R package, Excel VBA;
- user experience research;
- 3D print and electronics.

**Are you an academic teacher and wish to improve your teaching methods and tools**



Our offer is intended for teachers who strive for continuous development.

We will help you learn new methods and tools to reach your students more effectively.

**We invite you to a series of workshops on:**

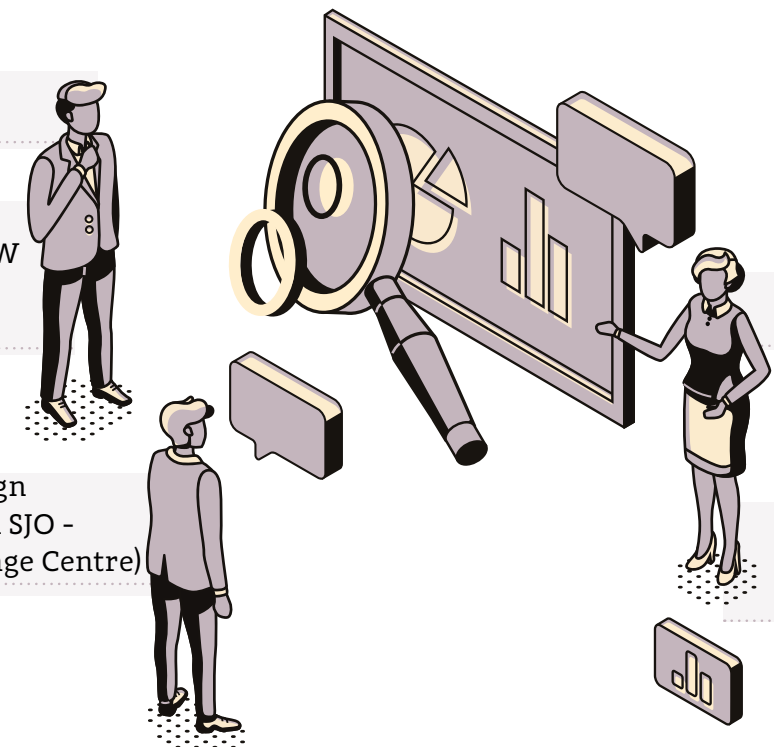
Information management

IT skills  
(run with OKNO PW – a distance learning platform)

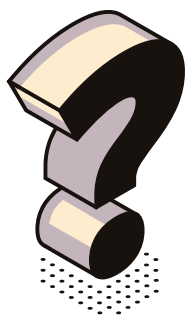
Teaching in a foreign language (run with SJO – the Foreign Language Centre)

Presentation skills

Innovative teaching skills  
(run with INFOX)



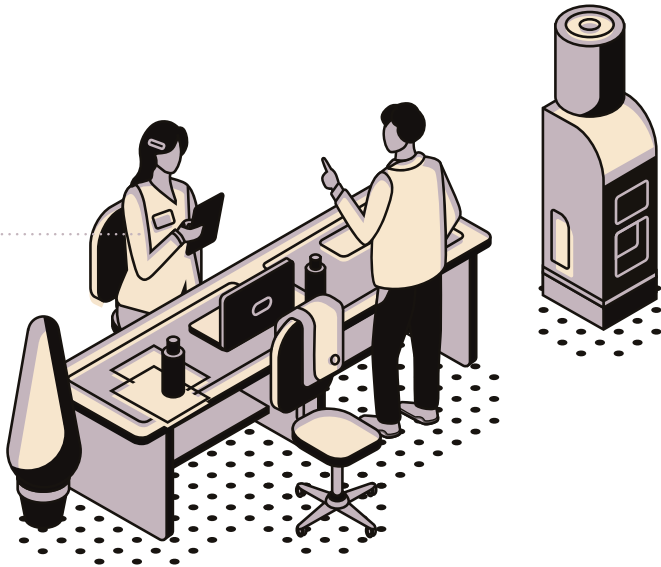
**Are you a WUT employee  
and wish to improve your  
management skills**



We will help you acquire specific competencies.

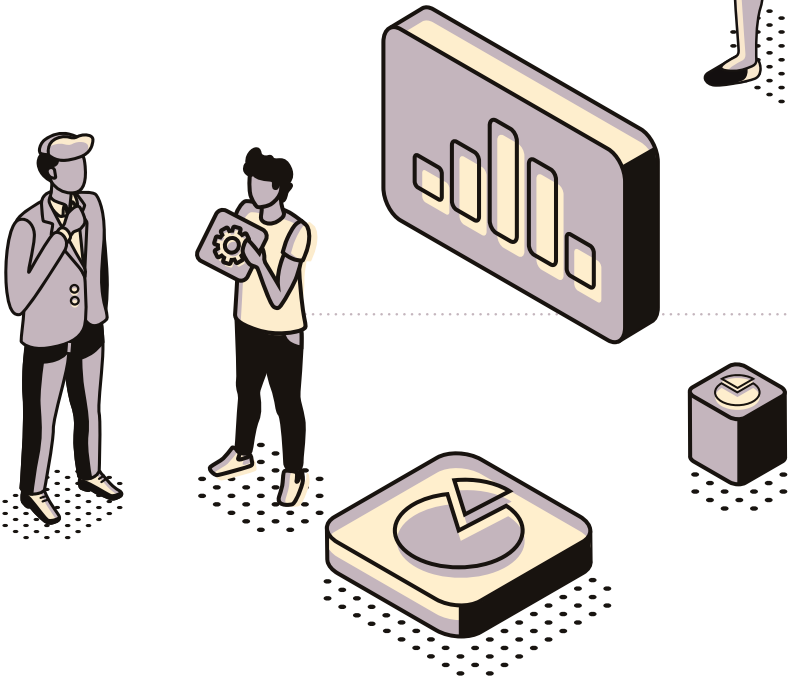
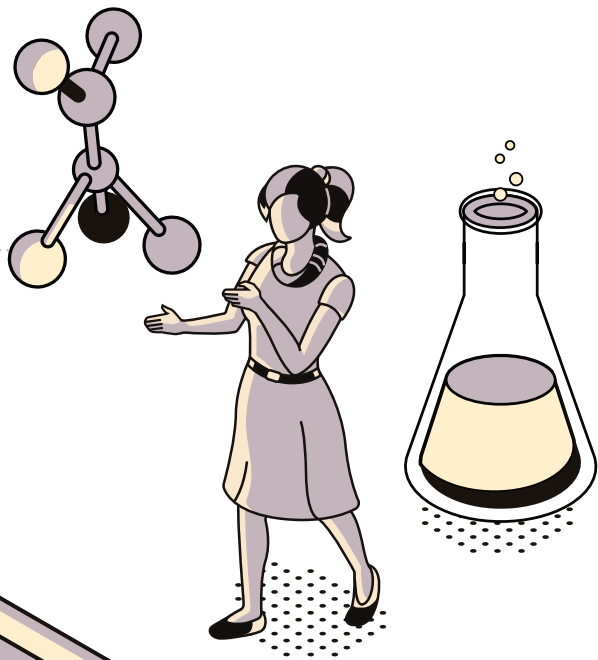
**We invite you to enrol in one of our courses,  
which will improve your professional status:**

Specialist course in English  
(run with SJO)



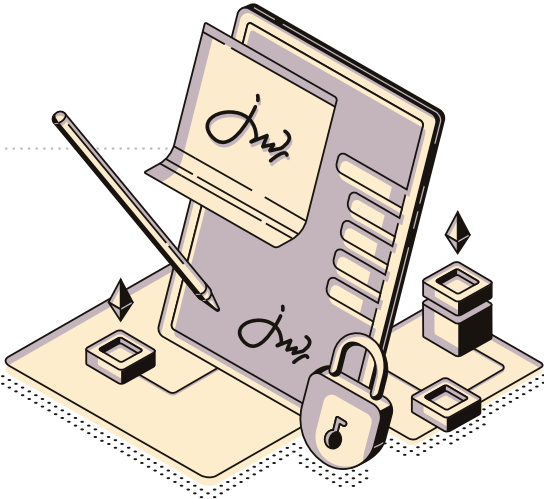
Specialist courses  
and workshops include, among others,  
How to use social research  
in a technological project?  
What is the methodology of design  
thinking and how to use it  
in a process of creating innovation?

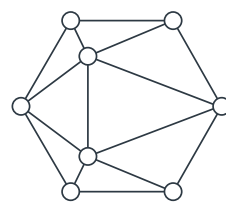
Certified training  
(PRINCE2, MoR, AGILE,  
IPMA, MA TRIZ)



Manager training

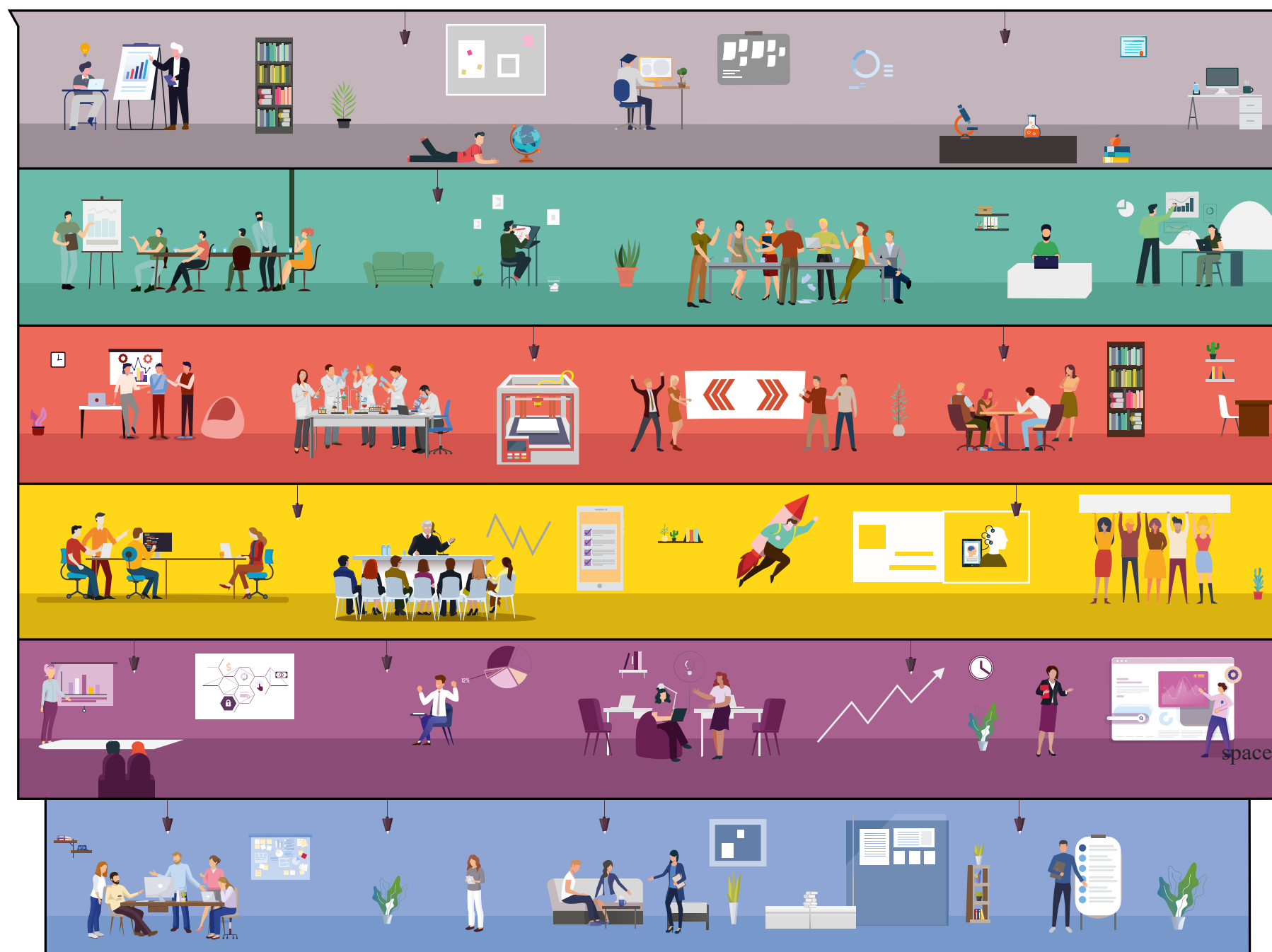
Training on intellectual  
property management





# Centre for Innovation and Technology Transfer Management

WARSAW UNIVERSITY OF TECHNOLOGY



workshops training competencies  
teaching **education** qualifications courses  
**skills** management knowledge

5 FLOOR

**broker** inventions technology transfer  
intellectual property implementation innovations  
**commercialisation** licences **spin-off**

4 FLOOR

**cooperation** inspiration **development** passion  
**students** academic circles **doctoral students**  
WUT makers **prototyping** **projects**

3 FLOOR

customer development mentors **teams**  
market **incubation** **start-up**  
**pivot** lean canvas tests **pre-incubation**

2 FLOOR

**analysis** **UX** data **research**  
design **interview** survey  
**methodology** concept evaluation

1 FLOOR

coordination **agreements** de minimis support  
lease **events** **funding**  
**subsidies** space **GDPR** **settlements**

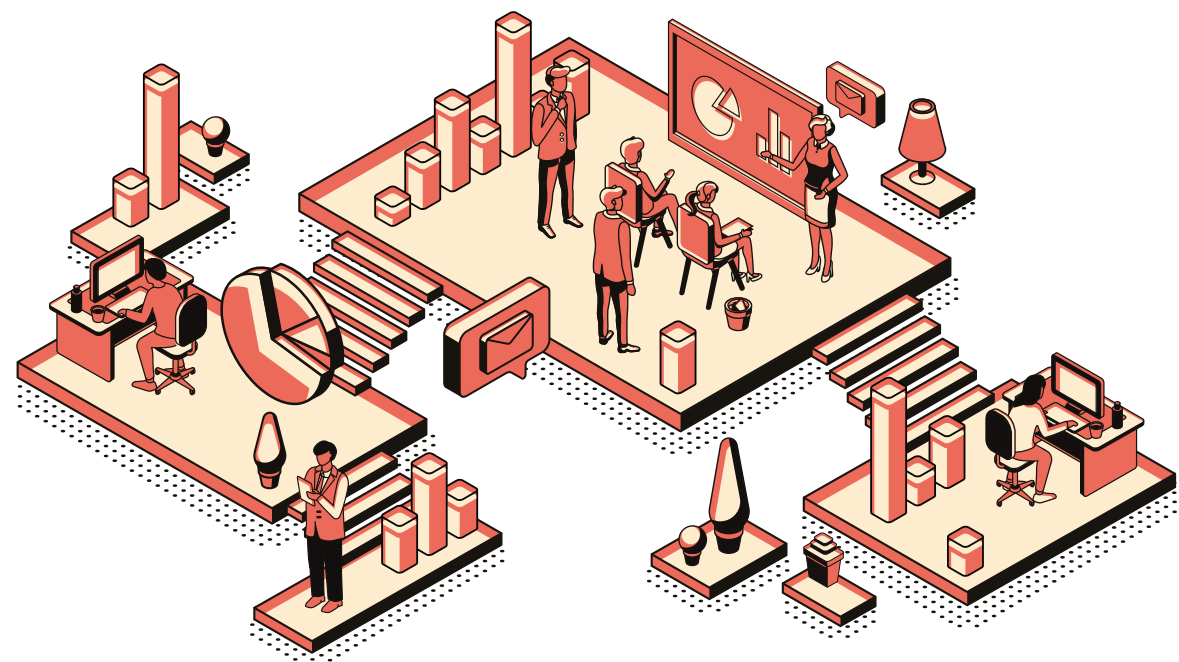
0 FLOOR



## We help create innovations



During research we utilise design understood as a complex process involving design thinking, service design and design of products, experiments, brands, interactions and business models, which is crucial in building your competitive edge based on innovations.



The process of designing innovative products and services should be based not only on technological research but also on social research, which is a source of useful information for companies.

## Are you looking for new opportunities for the development of your company ?



We will assist your organisation in creating new, innovative high-value solutions for your existing and future customers. That is why we utilise user-oriented methodology (design thinking, service design).

## Are you launching a new product or service onto the market ?



We conduct research whose results support the launch of innovations onto the market. We assist in verifying ideas against real market needs, testing prototypes with users (User Experience research) and conducting market research, among other things.

## Do you want to respond better to your customers' needs ?



We improve the existing services and products through social research, providing knowledge on the behaviour, plans and views of your customers.

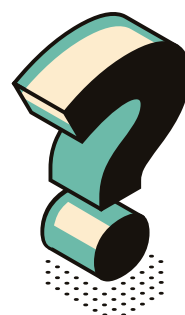
## Do you want to use the data collected by your company better ?



We will analyse the data collected by your organisation. Then, we will analyse them and suggest how to use them so that they bring real benefits and help build your competitive edge.



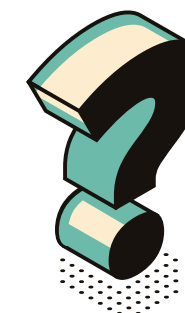
## Do you need professional support in activities leading to the development and increased competitive edge of your company



We provide high-quality services intended for SME sector, applying specific standards. In our work we use the competencies of our team and an appropriate infrastructure. We are an Accredited Mazovian Institution of Business Environment. Accreditation is granted by the Marshal Office of the Mazovian Region.



## Have you established a start-up



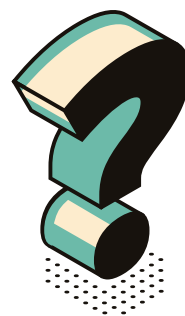
We are implementing an Incubation Programme, which aids your company in its development, building the market for your services and products and obtaining the funding indispensable for further development.

Feel free to join the recruitment process if you run a company with a technological profile and you are working on an innovative solution.

### WE PROVIDE THE FOLLOWING AS PART OF THE PROGRAMME:

- an office on the second floor of CZiITT PW building – in the centre of Warsaw (at preferential rates, for progressive rent);
- expert support;
- workshops and training;
- opportunity to give presentations during conferences organised by CZiITT PW and partner events (over 400 per year in the Centre itself);
- the possibility to upload basic information about the company on CZiITT PW;
- support in promotional activities;
- support in organisation of events promoting your company, product or service;
- access to meeting rooms.

## How to get into the Incubator



We have prepared a two-year Incubation Programme for technological companies. Recruitment is open, so all you need to do is check the availability of offices and declare your participation in the Incubator.

### DECLARATION

All documentation is available on the website:  
[www.cziitt.pw.edu.pl/inkubator](http://www.cziitt.pw.edu.pl/inkubator)

### VERIFICATION

We check four elements during the verification stage:

1. The technological profile of the company
2. Its SME status
3. Whether the company has existed for no longer than two years
4. Whether the company's income is no higher than PLN 2 million

### PANEL

At the end of the process there is a meeting with our team during which a decision about the new tenant is made.



If you wish to apply to the Incubator, your company must be able to receive *de minimis* support.

## Are you looking for a technology or a partner at the Warsaw University of Technology



We have a vast knowledge of the research conducted at the Warsaw University of Technology, academic teams and opportunities provided by the cooperation with scientists.

### WE WILL HELP YOU:

- reach appropriate scientists;
- receive offers of research and development work;
- gain access to the laboratory infrastructure;
- sort out the formalities connected with starting your cooperation, e.g. letters of intent and agreements.

### WE ALSO ACT AS INTERMEDIARIES IN:

- negotiations on the scope of cooperation;
- preparation of analyses of technological condition.

If you wish to gain some knowledge about the opportunities for development of your company, we can prepare workshops and training for you concerning exemptions on R+D work, financial instruments supporting R+D work and IP BOX solutions, among other things.

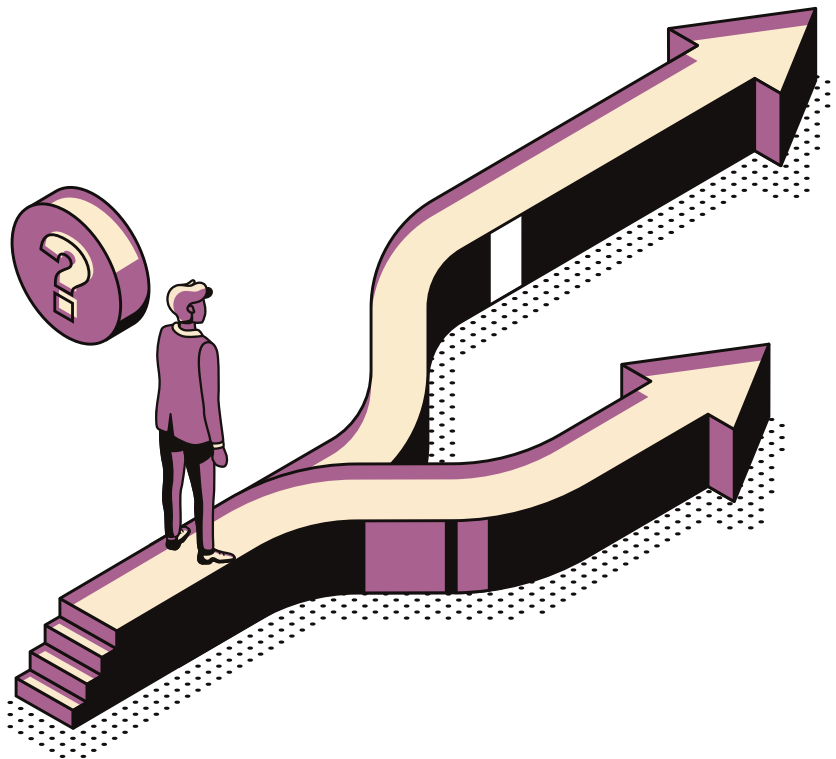
### SELECTED TYPES OF COOPERATION WITH THE UNIVERSITY:





**OUR EDUCATIONAL OFFER FOR BUSINESS INCLUDES:**

- creative workshops on prototypes and tests of the designed models, processes, services, products with the use of state-of-the-art methods, e.g. design thinking. They facilitate the definition of the most important problems connected with the product implementation, customer needs analysis and presentation of a package of solutions;
- specialist training and workshops, among others, How to and why design social research? What is the methodology of design thinking and how to utilise it in the process of innovation creation in the company?
- co-organisation and participation of the Centre experts in panels, congresses and conferences on topics connected with entrepreneurship.



# The Centre Structure

<b>Department of Education Support</b> Education in academic entrepreneurship, innovations, transfer of technologies and commercialisation.  Dr Rafał Ruzik Eng. tel.: 22 234 59 93 e-mail: edukacja.cziitt@pw.edu.pl	5
<b>Department of Education Support</b> Commercialisation of state-of-the-art solutions designed by the Warsaw University of Technology.  Marcin Postawka tel.: 22 234 15 65 e-mail: komercjalizacja.cziitt@pw.edu.pl	4
<b>Department of Development of Innovation of Young Scientists</b> An offer for active and dynamic representatives of young scientists at WUT interested in the development of innovations.  Michał Gajda tel.: 22 234 14 25 e-mail: drimn.cziitt@pw.edu.pl	3
<b>Incubator of Innovations of WUT</b> Support for verification, development and scaling of business ideas.  Łukasz Sztern tel.: 22 234 14 72 e-mail: inkubator.cziitt@pw.edu.pl	2
<b>Department of Research and Analysis</b> Initiation and implementation of interdisciplinary research and development projects.  Dr Katarzyna Modrzejewska tel.: 22 234 59 78 e-mail: badania.cziitt@pw.edu.pl	1
<b>Department of Organisation</b> Organisational support for the Centre and all events organised there.  Aneta Nowakowska tel.: 22 234 71 54 e-mail: organizacyjny.cziitt@pw.edu.pl	0



**Centre for Innovation and Technology Transfer Management  
of the Warsaw University of Technology**

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