

We are ready for you at

# merlin



merlin-ict.eu



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# merlin

Helping today's researchers  
create tomorrow's enterprises

— 2018-2019 —



**Do you have research results  
worthy to be exploited?**

... but when it comes to the next stage of  
commercialising or setting up a company, are  
unsure of how to take the first step?

MERLIN, as part of the EU's Innovation Radar  
initiative, is your opportunity to take you and  
your research results to the next level.





**MERLIN** project aims to stimulate the interest in the **creation of startups, spin-offs and licensing agreements** among ICT researchers, providing them with the **business skills** needed to commercialize their research findings, and introducing them to their **local and European entrepreneurial ecosystems**.



Organization of more than **40 practical thematic workshops** in several European cities, including Cambridge, Madrid, Poznan, Vilnius, Berlin, Warsaw, Bucharest, Tallinn.



Participation in **5 international conferences**, organizing workshops and forums.



Preparation of **4 webinars** on SME growth and PPP business models.



Organization of **8 meetups** with potential customers, commercial partners, and investors

## WORKSHOPS



**LEAN START-UP**  
APR'18



**INTERPRETING THE CUSTOMER**  
JAN'19 JUN'19



**BUSINESS MODEL CANVAS**  
JUN'18 DEC'18



**USER EXPERIENCE**  
MAR'19



**CUSTOMER DISCOVERY**  
SEP'18 APR'19



**LEAN HARDWARE**  
MAY'19



**ENTREPRENEURIAL MINDSET**  
NOV'18 JUL'19



**SPINOUT VS. SPINOFF**  
JUL'19 OCT'19

Venues for the thematic workshops are Madrid, Cambridge, Talinn, Berlin, Vilnius, Poznan, Warsaw, Bucharest.

Keep up-to-date of the details of all MERLIN activities, including conferences, webinars and meet-ups.