

# Pathways to Impact

## Reshape the future of our Food System with your PhD research

This course will provide you with an introduction and starting tools on how to make a positive & meaningful change to future of food, by using your PhD research. The entrepreneurial skills you gain will improve your employability, research funding opportunities or inspire you in creating a spin-off. If you are a PhD student or a doctoral programme manager, reach out to us!



## Unparalleled Benefits



### Communication Skills

Understand and communicate, how you create value and impact with your PhD.

### Boost your Career



Bring entrepreneurial skills into your work & boost your future career.



### Tech Commercialization

Get an introduction to technology commercialization and understand what it takes to build a start-up.

### Build your Network



Dive into EIT Food network of leading academic & industry partners

## Our Offer

There is a strong need for PhDs working on deep technical or social entrepreneurship solutions in food & agriculture to identify and clearly communicate the VALUE they are creating. If you are a PhD candidate, University manager or Doctoral programme director do reach out! Our training empowers researchers with the skills, confidence and awareness necessary to find maximum IMPACT from their research. The programme offers:

### PhD VALUE PROPOSITION

The course will teach you how to take a complex research concept, like your PhD, and formulate it into clear value propositions for your grant applications, potential investors, and engagement with any other stakeholders.

### ACCESS TO EXPERTS

Pathways to Impact will give you access to our excellent resources, food experts, pitch trainer and coaches and allow you to become part of the inspiring EIT Food community of leading industry and academia. You will be trained by top EIT Food partners coming from higher education institutions like Cambridge University, Technical University of Munich, University of Turin and Aarhus University, whose expertise lies in entrepreneurship, innovation, and commercialization of academic research.

## Training Areas

Throughout the course we will focus on following key topics:



- Pathways to Impact Ideation
- IP Protection Commercialization of Innovation
- Entrepreneurs Cases



- Research Impact CANVAS
- Business Model CANVAS
- Problem / Solution Fit
- Practice pitching & appreciate feedback
- Market scoping



- Funding for researchers
- Evaluating your impact
- Communicating your impact
- Mentoring by EIT Food partners, who will support your research for impact creation

## Course Structure

Our online entrepreneurial training is fully interactive and enables you to engage with our top-notch trainers and mentors. Next to our interactive workshops and one-on-one sessions, the asynchronous training allows for a great flexibility and comfort to learn at times and from locations that suit you and from your own home or workplace.

- You will engage with the course for a period of 6 weeks from October 16 to November 26, 2023.
- You will have access to five (5) Asynchronous Modules with small assignments on the EIT Food education learning platform CANVAS.
- You will receive one-on-one mentoring over 5 weeks, from partners that have vast experience in supporting PhDs acquiring entrepreneurial skills.

- You will participate in a series of synchronous workshops so that you do not feel alone in your journey.
- You will pitch your PhD at the end of the course, in front of an expert panel and receive feedback from judges.

### Who are we?

We are EIT Food! Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted. Learn more about us on: [www.eitfood.eu](http://www.eitfood.eu)

### About Pathways to Impact

For more information, please visit:

[learning.eitfood.eu/our-courses/pathways\\_to\\_impact](http://learning.eitfood.eu/our-courses/pathways_to_impact)