

Magnetic Soft Matter for Robotics

Doctoral Training School 4

September 07th-11th, 2026, Odense, Denmark

Session on “Entrepreneurship, Development & Assessment of Commercialization Ideas” by Sean Patrick Saßmannshausen

THURSDAY September 10th, 2026

MORNING SESSION (NTWS4)

08:00-12:00	Introduction to Entrepreneurship and the Opportunity, and how this might relate to your research	<i>Learning Goal: 1,2</i>
12:00-13:00	Lunch break	

AFTERNOON SESSION (NTWS4)

13:00-17:00	Entrepreneurial Practice: Theories and Tools that reduce uncertainty and risks, and make starting up easier than you might think	<i>Learning Goal: 3</i>
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FRIDAY September 11th, 2026

MORNING SESSION (NTWS4)

08:00-12:00	The Entrepreneurial Personality and its Relevance for Startups, Research Careers and Every-day Life	<i>Learning Goal 4, 5</i>
12:00-13:00	Lunch break	

AFTERNOON SESSION (NTWS4)

13:00-17:00	Translating Entrepreneurship into Individual/Collective Achievement: Starting a Value Creation Process	<i>Learning Goal 1-5</i>
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Venue:

TEK Ellehammer Seminar room (Ø28-600-3),
University of Southern Denmark, Odense

Aim of the Workshop:

to help a heterogenous group of participants understand how entrepreneurial opportunities might derive from their research, how entrepreneurship can be understood as a mechanism to achieve impact in real world and transfer research endeavours from lab to reality, and how entrepreneurial tools and processes and support can help to smoothen the road from business idea to business opportunity. It will also demonstrate how entrepreneurial competences are useful for modern day researchers.

Learning goals:

1. to inform participants about entrepreneurship and what entrepreneurship could mean to them, including different types of entrepreneurship, such like non-disruptive vs. disruptive, scalable and growth-oriented vs. non-scalable and growth-limited, red ocean vs. blue ocean entrepreneurship, new venture creation vs. intrapreneurship etc.
2. to help participants relate own research activities and results to entrepreneurial opportunities and to understand the process of opportunity formation
3. to educate participants on the most relevant practical tools, instruments, and processes in entrepreneurship, tools and instruments that help to turn ideas into opportunities and successfully exploit such opportunities, i.e. market-opportunity navigator, lean startup methodology and effectuation, bricolage, support for entrepreneurs and entrepreneurial finance
4. to reflect with participants on entrepreneurial personality and entrepreneurial teams, and how they themselves could be part of entrepreneurial endeavours
5. to discuss with participants the relevance of entrepreneurial motivation and intention, to reflect on how the entrepreneurial personality might also be relevant in a future research career, to understand enterprising behaviour as a choice for success in academia and in life, and to experience the positive impact entrepreneurs can make in our world



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