

## The International Polytechnic Accelerator Launches

The event is organized by the International Office of SPbPU at the Higher School of Technological Entrepreneurship of the Institute of Advanced Manufacturing Technologies with the support of the SPbPU Center for Intellectual Property and Technology Transfer. It is held as part of the project on commercialization of scientific developments in foreign markets of the Priority 2030 program.



The International Polytechnic Accelerator is a program of accelerated development of innovative projects of Polytechnic University research teams in order to bring them to international markets. Its implementation will make it possible to close the cycle «from idea to product,» develop skills and strengthen the entrepreneurial spirit in the scientific and innovative sphere of the university, as well as supplement the existing educational programs on entrepreneurship with real case studies. Employees, graduate and postgraduate students from various institutes participate in the Accelerator. The program consists of two sessions: spring and fall.

The opening was attended by invited guests — representatives of Streamer, a partner company of the University — an NGO (Scientific Production Association) founded by Polytechnic alumni and staff in 1996. The team was able to develop

and commercialize technical solutions, which were born in their alma mater. Today Streamer is the largest developer and manufacturer of lightning protection devices for electric networks in Russia.

Vladimir Khizhnyak, the Head of the International Cooperation Department, made a welcoming speech. Sergey Antonov, Head of the Department of International Scientific and Foreign Economic Relations, presented the main tasks of the Accelerator and the work plan of the teams for the spring session of the program: Going abroad is often associated with certain risks for a project: from the danger of losing the project due to its copying to financial and reputational losses for the university and project authors. Our Accelerator aims to help teams overcome these risks and increase the chances of project success in the international market.



Vladimir Zhetenev, Director of Innovation and Technical Development at Streamer, and Elizaveta Pisklyukova, manager of the company's international division, shared their successful experience of entering the Chinese market with the participants of the accelerator. In 2015, the company began its expansion to the PRC market by cooperating with Chinese universities in the development of lightning protection devices for electric networks, and now Streamer has a representative office in Beijing, China, and a joint venture in Wuhan. Elizaveta Pisklyukova noted the most important points a science-intensive company should pay attention to when entering a foreign market: market analysis, customer focus, intellectual property protection, flexibility and cooperation with partners, and building a supply chain.



Within the accelerator program, its participants must work on these and other aspects of their projects.

Vladimir Shchegolev, Director of the Higher School of Technological Entrepreneurship, IAMT, told about international educational Accelerator programs of the school in the field of entrepreneurship, the possibilities of the HSTE team in consulting teams of innovative projects in the field of international entrepreneurship, and focused on what awaits the participants in the continuation of the accelerator program this fall.



In the spring session of the International Polytechnic Accelerator, 15 teams will develop innovative projects in medicine, agriculture, electric power, ecology, unmanned transport, and others. With the support of experts, the teams will refine the technological component of the project, determine its place in the patent landscape, as well as gain practical skills of searching for marketing and analytical information and estimate the market potential of the project in an international context. The session will last until May 27. On that day, participants will present the interim results of their work to experts and accelerator partners.

The autumn session will be devoted to elaboration of the commercial component of projects with an emphasis on the Asian and Latin American markets. To this end, the university's international services will bring in representatives of the largest business incubators, technoparks, and investment funds from China, India, Iran,

and Brazil. Together with experts and business advisers, participants will determine the optimal business model and consumer segments, analyze the market and competitors, work out a strategy for entering international markets, and find foreign partners and investors. The session will be held in the format of a continuing education program and all participants will be able to receive certificates of advanced training.

Prepared by the SPbPU International Office

Дата публикации: 2022.04.29

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