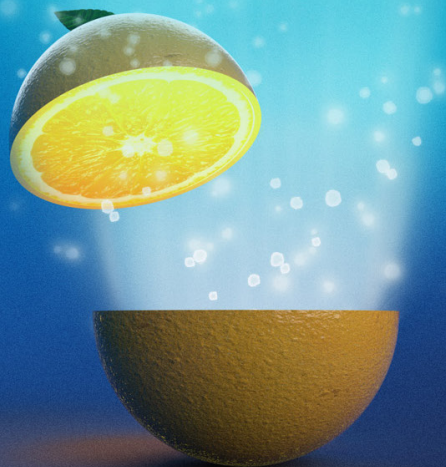


**JUICE**



**Apply  
now!**

# UNLOCK THE ECONOMIC AND SOCIAL POTENTIAL OF YOUR RESEARCH

Discover opportunities to turn your research into products, businesses or non-profit projects

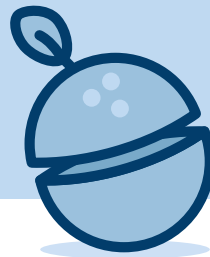
## APPLY NOW FOR THE JÜLICH INNOVATION & ENTREPRENEURSHIP CERTIFICATE PROGRAM

The Jülich Innovation & Entrepreneurship Certificate Program (JUICE) is a comprehensive training for young scientists interested in turning ideas into practical solutions for society or industry. Within this program, you will develop essential business skills, expand your network, and learn how to create value through innovation.

# A dynamic and collaborative learning experience

The Jülich Innovation and Entrepreneurship Certificate Program (JUICE) is a free training opportunity designed for young scientists to trial and prepare any kind of commercial or social ventures based on their research.

Learn how to identify economic or social potentials as well as possible fields of application and develop strategies to transform scientific findings into new career opportunities, products or much-needed solutions addressing societal challenges.



## Essential benefits

- discover different pathways of knowledge and technology transfer  
e.g. licensing agreements, start-ups, social ventures
- unlock new opportunities outside of academia
- connect with colleagues from different institutes and scientific disciplines
- identify social or commercial opportunities and turn your research into practical solutions for industry and society
- learn how to validate an idea for an innovation project
- identify target groups, size markets, and engage with stakeholders
- learn how to create business models
- improve your pitching and negotiation skills
- receive a certificate of achievement and win EUR 2,500 in funding

Phase 1  
**SET UP YOUR  
PROJECT**

**Kick-Off**  
6h

- Team-up
- Define your application
- Get together

**Stakeholder Engagement**  
7h

- Understand target groups & marketing mechanisms
- Learn how to interview stakeholders to validate innovation opportunities

**Market Orientation**  
7h

- Identify target groups
- Analyse your competition
- Size your market

**Communication Training**  
4h

- Improve your skills for stakeholder engagement

Phase 2  
**VALIDATE YOUR  
IDEA**

**Working Phase**  
~ 16h

- Interview stakeholders
- Revise/update target groups, competitors etc.

**Online Coaching**  
1h

- Get feedback and advice from expert consultants

Phase 3  
**SPECIFY YOUR  
BUSINESS MODEL**

**Business Modeling**  
7h

- Create your business model
- Get familiar with basic principles of pitching

2h



**Networking event**

- Connect with fellow and former participants and take part in a Q&A with a founder

**Working Phase**  
~ 8h

- Realign your business model
- Prepare your pitch presentation

**Online Coaching**  
1h

- Get feedback and advice from expert consultants

Phase 4  
**GET ON  
STAGE!**

**Pitch Trial**  
5h

- Rehearse your pitch
- Improve your negotiation skills

4h



**Innovation Contest**

- Pitch your project in front of a jury, receive a certificate, and win a prize

**Follow up**

- Receive detailed feedback
- Get further assistance to realize your project

● Presence class    ● Online class    ● Independent working phase

Phase 1 **Set up your project**

Pitch or pick ideas

You have an idea for an innovation project? Work on it – on your own or in a team! Or would you rather join someone else’s idea? Just pick a team and enjoy working together.

We will focus on market orientation and addressing external stakeholders: You will learn methods for market sizing as well as tools to identify and analyze users, customers, and your competition.

After Phase 1, you will have a better understanding of target groups as well as market mechanisms and you will be able to communicate effectively with stakeholders and experts alike.

Phase 2 **Validate your idea**

Time for some interviewing!

We will support you by providing an individual team coaching. You will use the independent working phase to involve stakeholders and engage with potential users and industry experts.

After Phase 2, you will have validated whether your assumptions and concepts hold true through interview. And you will have learned how to apply the methods and tools.

Phase 3 **Specify your business model**

Let’s bring it all together!

We will help you turn your innovation case into a comprehensive business model and give you an additional individual team coaching.

You will learn how to pitch and prepare a pitch deck. Refine your business model and pitch in an independent working phase. Enjoy our networking event to grow your business network.

After Phase 3, you will have a complete business model and pitch deck for your innovative idea.

Phase 4 **Get on stage!**

Time to meet the jury and show off your achievements!

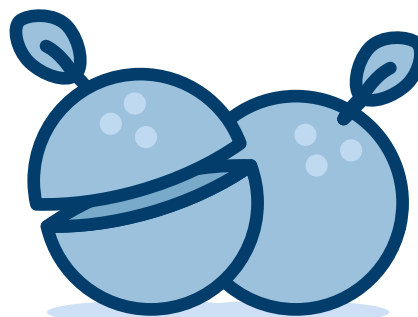
We will help you make your pitch perfect.

You participate in the Innovation contest, present your idea in front of a jury and get the chance to win 2,500 € in funding. You may use it as a budget for conference trips, trainings, coachings or similar activities.

After Phase 4, you will call a JUICE certificate your own. You will have practiced pitching ideas. An individual feedback and advice on how to proceed with your project will help you continue working in your idea.

Beyond  
JUICE

The innovation management of Forschungszentrum Jülich (UE-I department) will be happy to help you with the implementation and further development of your idea.





## How to apply

Both doctoral students and early-career postdocs from Forschungszentrum Jülich and RWTH Aachen University can apply for the JUICE program. You do **not** need to have an idea for an innovation project to participate.

Please apply online:

[Apply now](#)

Feel free to get in touch with us if you have any further questions.  
We are looking forward to your application.



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