
Course: From Idea to Realization

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A university-wide, non-credit practical course created by the Centre for Knowledge and Technology Transfer (CU TTO). The program is open to PhD candidates across all 17 faculties of Charles University, as well as academic and research staff.

The objective is to guide participants in viewing their research through the lens of market and societal impact and navigate the full lifecycle of technology transfer and commercialization — from initial concept to startups and spin-off companies.

- **Venue:** Kampus Hybernská, Building D, Room D2 (Hybernská 4, Prague 1)
- **Format:** Sequential thematic blocks (meetings approx. once a week, 2–3 hours per session)
- **Certification Requirement:** Attendance is mandatory at all sessions, with an allowance of one absence.
- **If you wish to participate, please register via [SIS](#). Registration opens on September 24, 2026.**
- **Language:** English
- **Free of charge.**

Thematic Focus of Individual Blocks:

- **19. 10. 16:00 - 19:00**

Idea Discovery and Identification

Jiří Zhoř (co-founder of Rostutu, former research commercialization consultant at JIC, Vilgain), **Veronika Štěpánková** (biochemist from Masaryk University, startup business consultant at JIC, and co-owner at Enantis)

- In this session, we will explore how to identify ideas with genuine potential, how to recognize whether research can translate into a viable, real-world solution—one that addresses a concrete problem people are actually willing to pay for—and how to take the first practical steps to develop it.

- **22.10. 16:00 - 19:00**

Validation of commercial potential

Julie Levková (Research Innovation Manager SIC)

- A workshop dedicated to assessing the commercial and social impact potential of research: defining the problem statement and research value proposition, evaluating technology and customer readiness levels, identifying key target audiences and competitive landscapes, and verifying real market need and pathways to implementation.

- **5. 11. 14:00 - 17:00**

Intellectual Property and Forms of Commercialization

Nikola Minks (Patent Expert at CU TTO)

- Legal and strategic fundamentals of intellectual property protection (patents, utility models, know-how, copyright). Comparison of key commercialisation pathways (licensing vs. founding a spin-off vs. contract and collaborative research), alongside an introduction to the support ecosystem available directly at Charles University.

- **12. 11. 15:00 - 18:00**

From Methodology to Story: Pitching Your Idea So People Understand and Believe It

**Markéta Kaclová (Strategic Communication Centre, Faculty of Social Sciences, Charles University),
Stanislava Lindenthalová (Second Faculty of Medicine, Charles University)**

- A two-hour workshop on how to present your research or business idea clearly and precisely to decision-makers—whether an investor, partner, or grant committee. In the first hour, every participant clarifies the four pillars that underpin any pitch, from investor slides to an informal hallway chat: what concrete action you want the other person to take after the conversation; who is sitting across the table, what they decide on, and what they are afraid of; what actually changes and for whom thanks to your research—turning a dry description of methodology into a compelling story; and why now, and why you.

The second hour focuses on practice: a 90-second pitch in small breakout groups, followed by Q&A and immediate feedback based on three clear criteria. Participants will walk away with an articulate core message, a well-defined negotiating position, and a battle-tested short pitch. (Please bring a specific project or research proposal with you.)

- **19.11.2026 14.00 - 16:00**

Start-up Founder and Investor

Martin Schmid (EquiLibre Technologies), Jakub Křikava (Credo Ventures)

- The collaborative dynamic between a startup founder and investor. This session will take the form of an interactive workshop and lecture with an open discussion, giving students firsthand insight into the speaker's personal journey and real-world experiences in translating deep tech research into business. Together, we will examine the key challenges and pitfalls of launching a startup as well as strategies for communicating with investors. The session will also provide practical advice for early-career researchers on how to uncover the practical application potential of their work and successfully align academic expertise with market demands.

- **26.11.2026 14:00-16:00**

A Successful Charles University Spin-off

Lukáš Kolek (Charles Games)

- This session will focus on practical lessons learned and key aspects of technology transfer encountered along the way. It will also provide ample room for students' specific questions and topics—whether general or tailored to their own projects.

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We reserve the right to make any changes or modifications.