



## 1<sup>st</sup> i3 WORKSHOP and MASTERCLASS

Brussels, July 7<sup>th</sup> 2016

**iMinds – Pleinlaan 9, 1050 Brussels, Belgium.**

On behalf of the **i3 (Impact Innovate Invest)** consortium I would like to invite you and your consortium partners, to our first workshop of information exchange between **ICT-19 projects** (Technologies for creative industries, social media and convergence framework) that will be held in Brussels on 7<sup>th</sup> July 2016.

**i3** is a coordination and support action which is designed to promote a closer relationship between researchers and entrepreneurs by providing mentorship and tutorship as well as access to businesses and angel investors. It is our aim to help you in, particularly, identifying and developing promising solutions and feasibility in the convergence and social media sectors within the European research ecosystem. Moreover, i3 aims to connect you during your trajectory with investors (also planning cooperation and partnerships with ongoing European actions, like Startup Europe), corporates, institutions and media in order to help you in accessing the market and scaling internationally within the EU, through selected workshops/masterclasses, events and exploitation activities.

Via this invitation we would like to invite you to our 1<sup>st</sup> gathering where we would like to shortly introduce i3 to you, but more importantly, hear about your work and how we can support you. With this in mind, we introduce you to an initial set of supporting tools. First, we would like to introduce you to the Living Lab approach which can be used to allow your business ideas and new technologies to be co-designed and tested with users and a wider stakeholder community. In addition, we introduce you to our socio-economic impact maximization tools that are designed to help you to identify a value proposition of your (and other research-driven) interest in the Social Media Convergence domain, and thus help you to prepare the path from research or development to innovation and finally market deployment.

The initiative is strongly supported by the European Commission and all the related cost can be claimed on your project budget. I kindly ask you to extend the invitation to your consortium partners.

Details about the event are provided below.

I look forward for receiving your kind feedback/registration and I look forward to meeting you in person.

With best wishes

Dr. Shenja van der Graaf



## Event Agenda

Time	Session
9 – 9.30	Registration
9.30 – 10:00	i3 introduction and presentation of the day
10:00 – 13.00	Designing for Social Media Convergence; a Living Lab Approach (including coffee break)
13.0 - 14.00	Networking lunch
14.00 – 16.30	i3: Tools & Self-Assessment Methodology; a Hands-on Session (including coffee break)
16.30 - 17.00	Wrap up and conclusions

## Registration

Please register at the following page:

<https://www.f6s.com/1sti3workshopandmasterclass>

Click on the “Get ticket” button. All tickets are free of charge.

## Where

iMinds-SMIT, Vrije Universiteit Brussel

Pleinlaan 9 - 2nd floor

1050 Brussels, Belgium

See <http://smit.vub.ac.be/contact> (how to reach us)

## Contacts

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### **First look: Upcoming i3 events**

September 2016 – Creative Thinking, How to Successfully Develop your Idea

December 2016 – Self-Assessment Tools (Webinar)

March 2017 – Business Plan: Models and Market Analysis; Incubation; Funding Opportunities (2 days linked up to Concertation Meeting)

June 2017 – How to Present Ideas to Investors

### **i3 Consortium:**

