MONUSEN Training - Value Proposition Design

**AGENDA**

**5th June 2024 (Wendesday)**

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| **Time** | **Description** |
| 10:00 - 11:00 | **Introduction and Understanding Features vs Benefits** by Luke Judd |
| 11:00 – 11:15 | **Break** |
| 11:15 - 12:15 | **Using the Value Proposition Canvas to map value for different customer groups** by Luke Judd |
| 12:15 – 13:45 | Lunch |
| 13:45 - 15:15 | **Work in groups to apply the Value Proposition Canvas to your research ideas** with Luke Judd |
| 15:15 – 15:30 | **Break** |
| 15:30 – 16:00 | **Discussion** |

\*No previous knowledge or experience needed.

\*\*VENUE - Faculty of Maritime Studies, University of Montenegro, Address: Put I Bokeljske brigade 44, Dobrota, Kotor, Montenegro

BIOGRAPHY OF LECTURER

Dr Luke Judd



Luke Judd is a Business Development Manager in the Faculty of Science, Agriculture and Engineering and his role is to support academic and research staff with the protection and commercialisation of intellectual property, spin out company formation and development of non-traditional funding sources (e.g. commercial research, Innovate-UK funding). He completed his PhD at the University of Bristol in supramolecular chemistry, researching into novel chloride receptors and transporters. After this he worked as a postdoctoral research assistant for Professor Anthony Davis (University of Bristol), where he was responsible for supervising undergraduate project students, new PhD students and Doctoral Training Centre (DTC) students. He then worked for a start-up company researching into novel cross-linkable materials for use in organic light emitting diodes. This was a varied role and included research; project management, with projects spanning synthetic chemistry, optoelectronics and device physics; business development and intellectual property strategy.