



## From idea to market

*Turning those brilliant research ideas into commercial products*

**Date and time:** 2 May 2018, 12:00-17:00

**Location:** Lund, [Ideon Alfa House](#), Forum ([map](#))

**Format:** open workshop

**Language:** English

### **Main concept:**

One of the main goals of ScanOats is to foster entrepreneurship and develop a dynamic environment for oat product development. This workshop will provide various successful examples of how to turn research ideas into commercially viable products. Representatives from the ScanOats industrial partners, as well as a few selected other companies with oat products in their portfolio, will provide their perspectives and present challenges and opportunities when turning research into application.

### **Speakers:**

Tomas Dahlman, Swedish Ministry of Enterprise and Innovation

Emma Nordell, Lantmännen

Sofia Ehlde, Oatly

Peo Crona, Swedish Oat Fiber

Olof Olsson, CropTailor

Gunilla Önning, Probi

Dan Henriksson, Awapatent

Per Mercke, Lund University Innovation System

Nicholas Jacobsson, SLU Holding

**Audience:** Academic researchers, company employees and others who are interested in the innovation process in relation to oat or other agricultural products.

### **Selected content:**

Examples and experiences from the ScanOats industrial partners

Examples and experiences from other oat entrepreneurs

IP strategies

The Swedish national food strategy

**Programme and information:** <http://www.scanoats.se/news-and-opportunities/events/>,

**Registration:** <http://www.scanoats.se/news-and-opportunities/events/register-workshop/>

➤ There is no fee for attendance, but you have to register not later than **23 April**

### **Contact:**

Dennis Eriksson

Research Coordinator ScanOats

[dennis.eriksson@tbiokem.lth.se](mailto:dennis.eriksson@tbiokem.lth.se)

073-5669522

[www.scanoats.se](http://www.scanoats.se)

Twitter: @scanoats