



Contribution ID: 9

Type: **not specified**

## **Talent vs. Technology - theory and practice for spin off creation**

*Thursday 1 October 2009 10:00 (15 minutes)*

The competitiveness of our regions rests on the creativity of the women and men living there and in their ambitions and willingness to take risks. Knowledge intensive start-ups (spin-offs) are one of the key actors the new economy. Spin-off be analyzed with the eye of an investor discussing strategic aspects to succeed, common “weaknesses” and offering practical tips for their development and growth.

**Primary author:** DI ANSELMO, Andrea (META-group, Bologna)

**Presenter:** DI ANSELMO, Andrea (META-group, Bologna)

**Session Classification:** General mechanisms for TT and marketing of IP