



Oddělení Gender & sociologie  
Sociologického ústavu AV ČR, v.v.i.

Vás zve na přednášku

**Alicia Castillo Holley**

**From Brainer to Gainer: Achievement, use and payback**

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Universities are becoming more active in the pursuit of revenues from their discoveries, engaging technology transfer officers, establishing intellectual property policies, involving industry partners in research, and, in few cases, promoting the creation of new ventures. Join us to discuss the fascinating discovery of what it takes do to turn innovations into wealth and prosperity, and explore how to participate as a scientist, inventor, employee, advisor or investor in this process.

Having made a successful transition from the scientific world to the commercial world, Castillo Holley will reflect on how to build bridges -not walls- between them.

**Take away points:**

- **Why: We create wealth by creating markets or vanishing costs.**
- Where: Creativity provides self-expression, innovation provides change, entrepreneurship provides prosperity.
- What: The trap of accomplishment: are you a brainer or a gainer?
- For Whom: The beauty of a satisfied customer: how less is more
- How: Progress beat perfection: the barrier to getting things done
- How: Creating uncontested market space: moving from faster horses to cars
- By whom: Expecting the payback: everybody wins

**Alicia Castillo Holley** is one of the most fascinating global speakers. Having worked in various roles, industries and countries, she has extensive experience to draw upon her presentations.

A former scientist in biotechnology; head of product development for a Bayer-Shell joint-venture; entrepreneur; founder and manager of a venture capital fund; and academic. She has founded 9 companies, successfully exiting from 5, and has been a board member of numerous start ups; is a recognized author and a member of numerous organizations and committees in entrepreneurship, innovation and venture capital.

Castillo Holley holds an Engineering degree, a Master in Biotechnology and a Master of Business Administration from Babson College, is a PhD candidate at the University of Western Australia, and a visiting scholar at Aarhus University in Denmark.



Přednáška a následná diskuse bude v angličtině.