

THINK INNOVATION WEEK



ORION
Osez la recherche !



JULY 1-9, 2026

PROGRAM FULLY TAUGHT IN ENGLISH.

3 POSSIBILITIES :

Apply only for **Block 1** or apply for **Blocks 2 and 3** or **Apply for all**.

BLOCK 1 : « 48 HOURS TO REVIVE DORMANT PATENTS »

July 1-3, 2026 - 2,5 days

- Team Building and presentation of research topics (3h)
- Technological watch and foresight (7h)
- Creativity and POC (7h)

BLOCK 2 : « BUSINESS MODEL DESIGN FOR AN INTERNATIONAL MARKET »

July 6-8, 2026 - 3 days

- Build a global scenario : turn your idea into a real project (7h)
- Design a winning strategy : unlock the entrepreneur's mindset (7h)
- Introduction to cross cultural marketing (4h)
- Make your project real by including sustainability and new technologies (3h)

BLOCK 3 : « PROTOTYPING YOUR IDEAS »

July 9 2026 - 1 day

- Prototyping your Ideas
- Acceptability testing using eye tracking tools (3.5h)
- Fab Lab (3.5h)



PRACTICAL INFORMATION :

- **Training course : the chosen training block(s) must be completed in their entirety**
- for students from the Eureka-Pro, UNIGR et UIR networks : accomodation and catering covered by the Orion programme (travel costs to be covered by the students' home university)
- for students from the Université de Lorraine : catering costs covered by the ORION programme, as well as travel and accomodation costs if justified.

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BLOCK 1 : « 48 HOURS TO REVIVE DORMANT PATENTS »

July 1-3, 2025 - 2,5 days

Your objective ? To promote patents that have not yet given rise to an innovation.

During this workshop you will have the opportunity to apply your scientific skills for the benefit of your team. You will also use tools that will enable you to acquire skills in Monitoring and Forecasting.



BLOCK 2 : « BUSINESS MODEL DESIGN FOR AN INTERNATIONAL MARKET »

July 6-8, 2026 - 3 days

Want to learn a method you can apply to any type of project?

Discover the IDÉO method and turn your ideas into real value opportunities.

Using dormant patents and innovative concepts, experts will guide you in building a solid business model—bringing your project to life, accessing international markets, and tackling today's key challenges such as corporate social responsibility (CSR), artificial intelligence, and more.



BLOCK 3 : « PROTOTYPING YOUR IDEAS »

July 9 2026 - 1 day

Based on the **FabLab** approach, we will present the importance of making an 'Intermediary object' in the innovation project development.

Materializing an idea allows people to confront the reality in a first approach. This creates a shared language among stakeholders.

Having feedback as early as possible in the design process is a key driver to mature an innovative concept.

And also, this establishes the first step which is to evolve the idea, considering the perspectives of the different actors in the project.

