

# #SpinUOC 2018: annual UOC community entrepreneurship and transfer event

## Antiga fàbrica Estrella Damm

Thank you, Òscar, for your help again this year!

I am delighted to welcome you all to the sixth Spin UOC event.

While not wanting to be complacent, today, we can rightly describe it as a consolidated success.

Clearly, there are many ways to judge such success, but given our roots are online, the most logical might be to refer to the impact on social media.

If we look at Twitter, at last year's event, 164 users posted over 600 tweets, with an estimated reach of over 300,000 people.

Clearly, these figures could be dismissed and considered self-interested and self-serving. We realize that one of the dangers of social media is a tendency to create self-absorbed bubbles. So, alongside the impact on Twitter, we need to highlight specific achievements.

Over the course of these six Spin UOC events, 52 projects have been presented in over 100 meetings: six events with over 1,000 attendees who have made this annual meeting of knowledge transfer and entrepreneurship between the University and its social and business environment a key milestone in the UOC year.



*«The continued success shows how this idea, which arose in 2013, satisfied a latent need: to provide an (informal) meeting space to turn ideas into realities»*

Furthermore, the continued success shows how this idea, which arose in 2013, satisfied a latent need: to provide an (informal) meeting space to turn ideas into

realities.

Let's be clear, ideas aren't going to fare well if they don't meet real needs.

And, here at the UOC, we want your ideas to be prodigious.

If I may use a metaphor, it is a matter of reproducing the process that, years ago, was carried out in this brewery. Here, cereals were made into beer thanks to fermentation and hops.

The eight projects presented today are ideas with great potential. Ideas that seek to generate social impact, optimize resources and improve our lives. In short: great ideas.

But their potential depends entirely on making the leap from experimentation and the lab to the market and society.

They need to evolve and become enriched. To continue the brewing metaphor, they need to be the cereals chosen to make beer, whether it be lager or ale. They need the fermentation and hops that can only be provided by investors, businesspeople and developers. They need to be turned into applications, tools, methods, platforms and specific improvements.

They need to overcome the constraints of even the finest home-brew, to seek an impact beyond the small circle of the research group or laboratory. I am convinced that Spin UOC 2018 will once again provide an opportunity to taste some fine examples of entrepreneurship and transfer.

And, obviously, there'll also be opportunities to taste, rather more literally, the odd beer, if only to rid ourselves of Santiago Ramón y Cajal's curse on researchers.

According to the Spanish Nobel prize-winner: "either one has many ideas and few friends, or many friends and few ideas".

I'm sure that after a couple of beers we'll make many friends and, I trust, come up with more than a few ideas.

Thank you very much.