

# Look for synergy in all tasks

- Defined values to develop long-term vision
- Entrepreneurship in science:
  - What problem are we solving?
  - Who is your customer?
  - What is the competition?

*Innovation and entrepreneurship... research topics, and is a core value long term, and given the low- to opportunity to valorize or spin off a critical on what routes have high po same characteristics as for entrepres this value, keeping in mind the long- for spotting (scientific) gaps. There students in my group to include the Creativity. As an ingredient for inn- research group. This also means I pr that may spin off to new innovation that go well with freedom. I stimula brainstorm sessions with all resear weekly group meeting). In additi experiment days, where students ca research topic. These activities are stimulate thinking in a broader field Accuracy. I value accuracy in my significant?) and in terms of pres carefully organized figures). I also known as someone who is picky o everyone may like this characteristic hardly get rejected after review (I re for Science). Joint effort and collaboration. Thi Obviously, as a necessity in applie industry, by listening and addressin the conversation. Stimulating intec atmosphere where people trust eac*

