# Teadus ei müü ennast ise. Mida on vaja, et hea teadus leiaks oma kasutaja?

Lauri Peil, PhD

# Mis on inspiratsioonikõne?

- **Inspiratsioonikõne järel tunneb kuulaja, et „seda suudan ju mina ka“!**
  Inspiratsioonikõne eesmärk on panna inimesed ennast hästi tundma, anda lootust ja julgustust. See on võimalus kollektiivi positiivselt “raputada”. Eestis kasutavad firmad ja institutsioonid inspiratsioonikõnelejaid tihti oma **aastakoosolekutel ja suurüritustel**, kus üks eesmärke on luua oma töötajatele või klientidele ühine tähendusväli. Kõne sisaldab reeglina üleskutset muutusele, kas grupile või isiklikult, seejuures antakse põhjendused, miks muutused on võimalikud ja vajalikud.
- Inspiratsioonikõne on väga keeruline retooriline akt ja mõju saavutamiseks peab enamikel juhtudel sisaldama täpseid ütlusi, väljendeid, kõnekäände, aforisme ja teemaga sobivaid tsitaate. Huumor on kohustuslik.

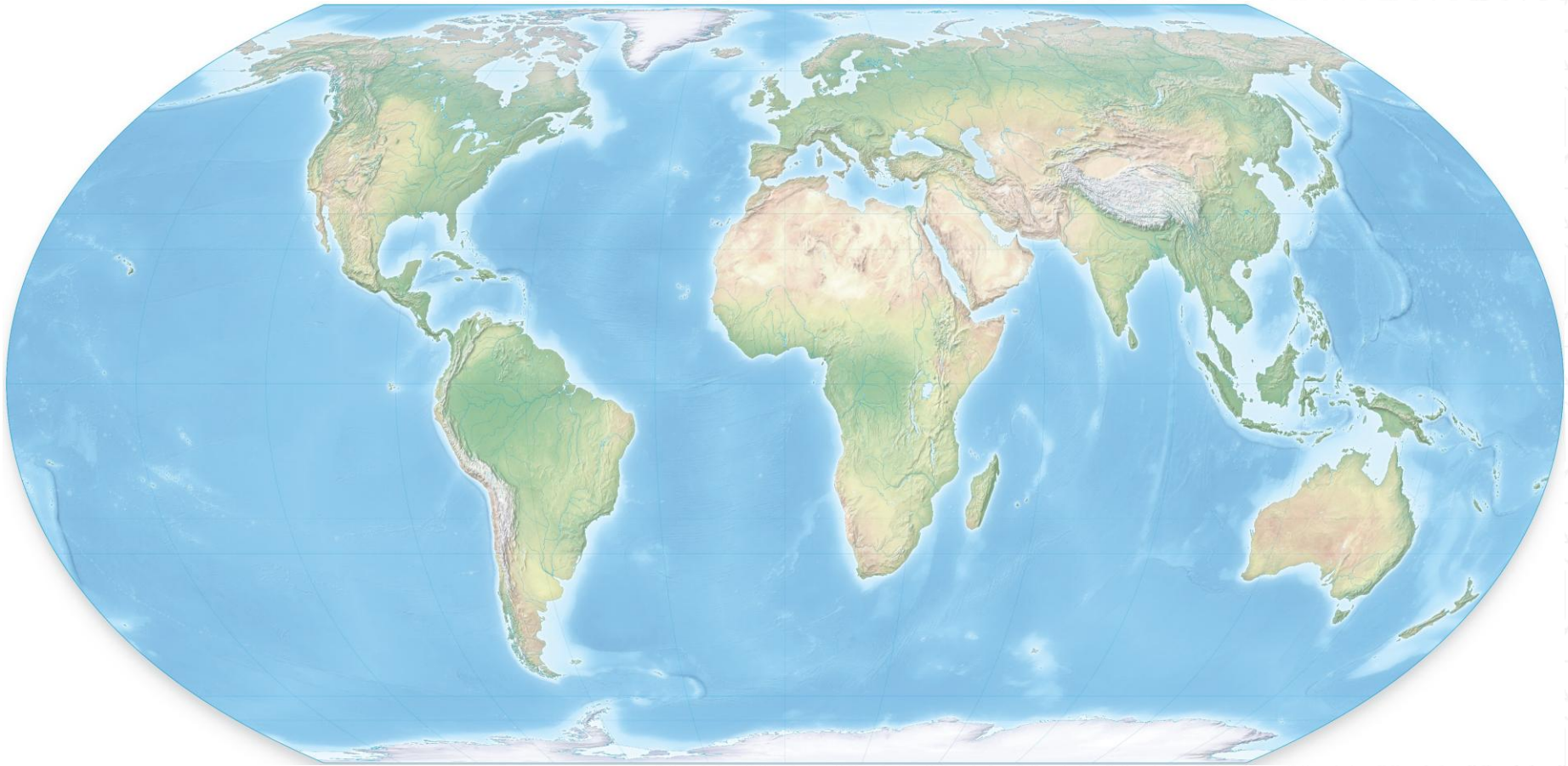
# Teekond teadlasest äriarendajaks

- Lauri is a trained molecular biologist, who turned into the interesting path of proteomics and machines that go ‘ping’ (read – mass spectrometers) during the later years of his PhD studies. After post-doc years in Edinburgh and then a few more back home in Tartu, Lauri left academia for the dark side aka private sphere, joining the merry team of an Estonian biotech company Icosagen, world-renowned for its expertise in recombinant protein production and antibody discovery.

- proteomics expert hooked on cyclocross and fly-fishing, now mostly in business development

# Teadlase ja äriarendaja mänguväljak

- Europe is our playground - Suede



# Mis eristab head teadust halvast teadusest?

- Procedure
  - Does the process follow the scientific method?
- Performance
  - Was the process performed in an objective manner?
- Repeatability
  - Are the results repeatable?
- Peer review
  - Have the results been published in a peer-reviewed publication?

**Samuel J. McNaughton, 1939–2024**

# Mis eristab head teadust halvast teadusest?

- We cannot afford to continue to insist that the only science which is "good science" is that involved in meeting national objectives. While it might he true that other definitions of “good science" are less precise and more difficult to apply, and perhaps less obviously important, *vis-a-vis* specific goals, we must be prepared to encourage some of our brightest minds to pursue “impractical" science without regard to its practicality.
- It is this "impractical knowledge" that is the ultimate underpinning of our current technology. The basic problem is that we cannot see the details of the important relationships, mainly because we cannot know - or agree upon - the character of the problems that will form the basis of future national objectives. There is one certainty however; we shall never have the fundamental knowledge - whatever it is - to form the basis of solutions to future problems if it is not permitted to be discovered.
- Good science is the means by which new knowledge is made known.

**What is good science?** J. J. Lagowski; *J. Chem. Educ.* (1984) 61 (2): 91.; Editorial| February 01, 1984

# Mis ühendab teadust, kalapüüki ja müüki?

- "The best fisherman I know try not to make the same mistakes over and over again; instead, they strive to make new and interesting mistakes and to remember what they learned from them." —John Gierach
- “It's perfectly OK not to catch any fish, if you do it with proper grace and style.” —John Gierach
- "The fishing was good; it was the catching that was bad." —A.K. Best

# Kuidas olla hea hea teaduse müüja?

- Ole aus enda ja maailma suhtes
- Ära unusta allikakriitilisust, kuid säilita alati optimism (*Ma olen õnnelik, et inimesed on nii ilusad ja head* – Sõpruse Puiestee)
- Jää iseendaks ja ära teeskle
- Loo ühendusi inimeste vahel, iga uus edulugu on vaid mõne klõpsu kaugusel
- Õpi ja harjuta, harjuta ja õpi!
- Hoia ja täida lubadusi!

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*Aut viam inveniam aut faciam.*

*Me kas leiame tee, või ehitame selle.*

*We shall either find a way or make one.*




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