

Cutting-edge entrepreneurship – Blend business with science

Dates:**Entrepreneurial group:** March 24, 31, April 7, 14, 21, 28**Scientific group:** March 23, 30, April 7, 13, 20, 28 (TBC)**Time: 15:00**

Venue: online via Zoom

Language: English

6-weeks hands-on training on how to build your deep-tech start-up

Topics Entrepreneurial group:

24.03. Are you ready for the launch?

Topics:

- Introduction to the course;
- Deep-tech start-up specifics;

31.03. Planning deep-tech business

Topics:

- Business models (theory, workshops)
- Business plan, M.A.R.K.E.T.S. approach

7.04. Customer development in deep-tech

- Moving through TRLs
- Revenue Model validation, customer development
- Features / Advantages / Benefits concept
- Value chains inside the industry
- Practical workshop - Scientists are pitching their technologies "for dummies" to Entrepreneurs;
- Practical workshop – Decomposing any technology, retrieving core IP

14.04. Fundraising

Topics:

- Different sources of funding, private capital vs. public money. Smart money concept; Venture Investor Mindset;
- Where to look for the investment? Which funding form fits each stage of the development? Practical tips

21.04. Team management in deep-tech startup

Topics:

- Disciplined Entrepreneurship: 24 steps to a successful startup
- Importance and specifics of team "Scientist + Entrepreneur".
- Roundtable with invited guests

28.04. Final presentation session and feedback

Topics:

- 3-minute investor pitches by the teams;
- Feedback from the jury;
- Pitches by CEOs of real study cases

Topics Scientific group:

23.03. Meeting with scientists

Topics:

- How to bring your development to the market – different approaches.
- Necessary and sufficient conditions for the start of commercialization.
- Personal Values, Motivation and directions.
- Scientific startup team: differences in approaches and principles of work.
- What the life of a startup looks like in reality. Legal and non-legal (social) obligations.

30.03. Entrepreneurial tasks vs. Scientific work

Topics:

- The importance of the entrepreneur. Entrepreneurial tasks.
- Moving to higher TRL, necessary tools and resources
- role of the University and Technology Transfer Centre, best practice
- real cases of scientists who created a team with entrepreneur and started the commercialization journey

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13.04. Work with Entrepreneurs

Topics:

- How to prepare a presentation for entrepreneurs, what do they expect; reviews from the previous session with Entrepreneurs;
- first steps of the startup, role of scientist at this stage;
- Life cycle of a startup, role of scientist at each stage;
- Grants Vs. Commercial Investment; Venture Investor Mindset.

20.04. Preparing a presentation for technology entrepreneurs (individual sessions)

Topics:

- gathering preliminary materials.
- Discussion of IP and core competences;
- Creating a presentation.

28.04. (TBC)