



**Venture Catalysts** is an intensive, hands-on training course designed for entrepreneurs and researchers aiming to launch and scale knowledge-intensive businesses. Developed and delivered by UniLab in collaboration with Riga Business School and RISEBA, this course equips you with the essential skills and insights needed to turn groundbreaking ideas into thriving ventures.

#### Course Details:

**Dates:** March 25 – April 24, 2025

Registration closes: March 20

**Schedule:** Tuesday and Thursday from 17:00 to 19:00

**Format:** Interactive online and offline classes and networking. Individual sessions

Date	Sessions	Audience	Instructor	Place
25.03	<b>Programme Opening and Introductions. Innovation and Commercialization as Main Catalysts in Venture Creation</b>	all	J. Baumanis Kalnina, V. Brēdiķis, LIAA representati	Zoom
	Introduction to the Programme			
	Key aspects of venture creation and commercialization			
	Developing a strategic approach for commercialization and knowledge intensive business			
27.03	<b>Startup Team</b>	all	V.Brēdiķis, experts	RBS Offline
	Importance of Team in Commercialization			
	Roles and Responsibilities in a Startup Team			
	HR for expansion			
	Founder stories			
1.04	<b>How to Start Commercialization of Research</b>	all	E. Kalniņa	Zoom
	Understanding the basics of research commercialization.			
	Identifying research projects with commercial potential.			
	<i>Individual meetings on request</i>	entrepreneurs	V.Brēdiķis	
	<i>Individual meetings on request</i>	researchers	E. Kalniņa	
3.04	<b>Startup Roadmap Creation</b>	all	V.Brēdiķis, experts	Zoom
	Building-blocks of a Startup Roadmap			
	Managing increasing amount of tasks			
	Creating a commercialization roadmap for a research project.			
	<i>Individual meetings on request</i>	entrepreneurs	V.Brēdiķis	
	<i>Individual meetings on request</i>	researchers	E. Kalniņa	
8.04	<b>IP Strategy and transfer mechanisms</b>	all	D.Štēbelis, S. Kestīte	Zoom
	Overview of Intellectual Property (IP)			
	Understand different mechanisms for IP transfer			
	Developing an IP Strategy			
10.04	<b>Principles of Innovation Management</b>	all	A. Greitāns	Zoom
	Key Principles and Frameworks of Innovation Management			
	Applying innovation management principles to business and a research commercialization project			
	<i>Individual meetings on request</i>	entrepreneurs	V.Brēdiķis	
	<i>Individual meetings on request</i>	researchers	E. Kalniņa	
15.04	<b>Entrepreneurial Leadership</b>	entrepreneurs	I. Sennikova	Zoom
	Characteristics of Entrepreneurial Leaders			
	Different leadership styles and their impacts on team performance.			
17.04	<b>Startup and organization building</b>	all	G. Mathers	Zoom
	How to handle uncertainty and risk associated with rapid change and growth			
	Lifecycle of an organization			
	Core principles and concepts of Adizes methodology			
	<i>Individual meetings on request</i>	entrepreneurs	V. Brēdiķis	
	<i>Individual meetings on request</i>	researchers	E. Kalniņa	
22.04	<b>Assessing Technological Advantages of Your Invention</b>	researchers	E. Kalniņa	Zoom
	How to evaluate the innovation, commercial and technological advantages of an invention.			
	How to communicate effectively the advantages of a technological invention to the general public			
24.04	<b>Securing Funding for Your Venture</b>	all	V.Brēdiķis, Eksperts	RBS Offline
	Essentials of Startup Investability			
	Overview of Funding Sources			
	Practical Fundraising			
	Founder stories			
	<b>PROGRAMME CLOSING</b>			

