

Masterclasses: Roadmap to Your Smart Business

Dates: September 7, 9, 16, 23, 30

October 7

Time: 15:00-17:30

Venue: Online via “Zoom”

Language: English

An intensive, five-week training program on the creation and development of early stage technology startups. The training is intended for employed, self-employed, also currently unemployed adults, final year master students and university graduates with work or business experience who has a wish to establish and develop its own technology company in the future. The course will cover the main topics relevant to an early stage deep-tech startup

Topics

Startup journey / September 7

1st part: Workshop: Deep-tech startups world, general steps in a commercialization journey, paradigm shift

2nd part: Roundtable with experienced deep-tech entrepreneurs: sharing their own stories, discussions with the auditory, Q&A

Understanding a technology / September 9

1st part: Technology vs. Product, TRL concept, practical tool, basics of IP and technology transfer to the startup

2nd part: Practical workshop - Case study

Finding Market Applications / September 16

1st part: Market need discovery, Creativity in application finding: methods and examples, Market Pull vs. Technology Push; Lean Startup principles, customer validation. Business Model Canvas vs. Business plan

2nd part: Practical workshop – finding market applications for a technology

Team creation and internal relationship / September 23

1st part: Team creation and internal relationship, a workshop - case study

2nd part: Roundtable with experienced deep-tech entrepreneurs

Funding opportunities, finance for deep-tech startups / September 30

1st part: Finance in deep-tech commercialization journey, investment rounds, cap tables and company structuring

2nd part: Finance for startups

Pitch session / October 7

1st part: 3-minute pitches by the teams, feedback from the jury

2nd part: Wrap up, main conclusions and feedback

The training program is organised by the Investment and Development Agency of Latvia in cooperation with science commercialization platform Commercialization Reactor and Riga Business School. Participants who will participate in all six master classes and take part in the final pitch session will receive a joint certificate from LIAA, Commercialization Reactor and Riga Business School about the acquisition of the program.

The training is implemented within the framework of the European Regional Development Fund projects Innovation Motivation Program and Technology Transfer Program.