

Cutting-edge entrepreneurship – Blend business with science

Dates:**Entrepreneurial group:** September 14, 21, 28, October 5, 12, 19**Scientific group:** September 16, 23, 28, October 7, 19, Individual sessions**Time: 15:00**

Venue: online via Zoom

Language: English

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

Think of exceptional business founders you admire. They all started somewhere. You can start here. Already now there are several million euros in Latvia available for emerging start-ups. There are scientists whose inventions await market application. You can be the next extraordinary entrepreneur.

Topics Entrepreneurial group:

14.09. Are you ready for the launch?

Topics:

- Introduction to the course;
- Deep-tech start-up specifics;
- Becoming an owner of a startup, changing your mindset. Entrepreneurial tasks;
- Panel discussion with experienced entrepreneurs.

21.09. Planning deep-tech business

Topics:

- Revenue Model validation, customer development;
- Features / Advantages / Benefits concept;
- Value chains inside the industry;
- Business models (theory, workshops);
- Practical workshop Decomposing any technology, retrieving core IP;

28.09. Customer development in deep-tech

- Moving through TRLs

- Business plan, M.A.R.K.E.T.S. approach;
- Practical workshop: focusing on M.R.T.

5.10. Fundraising

- 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.

12.10. 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.

19.10. Final presentation session and feedback

Topics:

- 3-minute investor pitches by the teams;
- Feedback from the jury;
- Pitches by CEOs of real study cases. non-legal (social) obligations.

Topics Scientific group:

16.09. 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.

23.09. Entrepreneurial tasks vs. Scientific work

Topics:

- The importance of the entrepreneur. Entrepreneurial

tasks. Conelum Example;

- Real cases of scientists who created a team with entrepreneur and started the commercialization journey;
- Practical workshop - Decomposing any technology, retrieving core IP.

28.09. Customer development in deep-tech

Topics:

- Moving through TRLs
- Business plan, M.A.R.K.E.T.S. approach;
- Practical workshop: focusing on M.R.T.

7.10. 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;

- Preparing for the meeting with entrepreneurs.

(Individually) Work with Entrepreneurs

Topics:

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

