

# Masterclasses: Roadmap to Your Smart Business

Dates: September 10, 17, 24

October 1, 8

Time: 15:00-16:30

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 plan to establish and develop their own technology company in the future.

## Topics

### **Startup journey / September 10**

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

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

### **Understanding a technology / September 17**

1<sup>st</sup> part: Technology vs. Product, TRL concept, IP and technology transfer basics

2<sup>nd</sup> part: Practical workshop - Case study

Homework in groups (3-5 people)

### **Finding Market Applications / September 24**

1<sup>st</sup> part: Recognizing market needs, approaching the industry, customer validation. Lean Startup basics Business Model Canvas.

2<sup>nd</sup> part: Practical workshop – Creativity in application finding: methods and examples.

Homework in groups (3-5 people)

### **Team creation and internal relationship / October 1**

1<sup>st</sup> part: General principles of a start-up team, working with different types of mindset, commitment & motivation Workshop - Case study 2 – how to solve relationship issues

2<sup>nd</sup> part: Roundtable with experienced deep-tech entrepreneurs – how to get everyone in the same boat, specifics in communication with scientists and engineers

Homework in groups (3-5 people)

### **Pitch session / October 8**

1<sup>st</sup> part: 3-minute pitches by the teams, feedback from the jury

2<sup>nd</sup> part: Next steps – funding opportunities, company establishing, support instruments and acceleration programs

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 five master classes and take part in 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.