



ENTREPRENEURSHIP QUALIFICATION PROGRAM

Doubt is the beginning of wisdom.



Aristoteles, 384 b. Chr. - 322 b. Chr., Greek philosopher

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Introduction

Globalisation, new technologies and growth in the service sector are all being combined to quicken the pace of change today. In the knowledge-driven economy innovation has become essential for achievements in the business world. With this growth in importance, large and small organisations have begun to re-evaluate their products, their services, and even their corporate culture, in the attempt to maintain their competitiveness in the global markets of today.

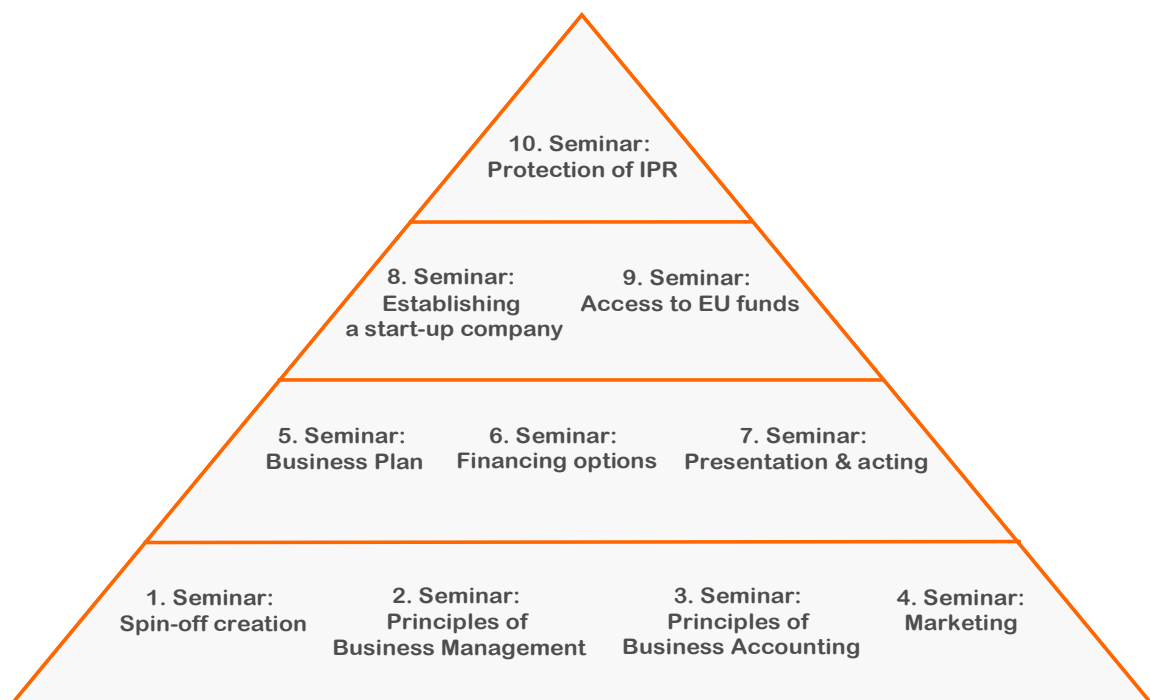
Furthermore, there is a broad consensus across Europe that technology transfer activities such as the creation of innovative firms, which are often spin-offs from academic institutions and R&D centres, have proven to be effective mechanisms for improving the innovative application of research results and consequently for contributing to socio-economic development. Quite often, academic community is the creator of valuable ideas and projects. In this respect, high-tech start-ups as an effective interface between the R&D system and industry are a crucial element in fostering new innovative businesses.

This Entrepreneurship Qualification Program consists of a schedule of seminars offered to scientists and any carriers of ideas interested in starting up a business for the commercial exploitation of their R&D results. It is as well targeting at policy makers and technology transfer specialists as well as train-the-trainer seminars for technology transfer and incubation managers. The following seminars include the topics someone has to know being or coaching a successful entrepreneur.

Executive Summary of the Program

Innovative individuals have a broad range of skills and attitudes that support innovation. These innovative individuals generally require a combination of technical and cognitive skills and attitudes conducive to innovation. Although innovators are diverse, they often have common attributes, including the willingness to take risks, challenge established practices, seize initiatives, and confront challenges. To drive up levels of innovation, the current focus on basic and technical skills must be supplemented by a better understanding of the importance of cognitive skills and a long-term strategy to embed them across the school and university curriculum.

Thus, the seminar program includes the following topics:



The seminars cover a wide range of issues such as choosing and setting up the right commercialisation form, identification of the right and high potential market to address, funding opportunities, development of business plans and practical examples. Thus, and by introducing real business cases of recently incorporated enterprises as examples, the scientists embrace virtually every phase in the founding process.

Business related and intensive information characterise our seminars. Our speakers know the specific demands based on their own experience. Training courses are using case studies illustrating theories and processes.

Seminar Objectives

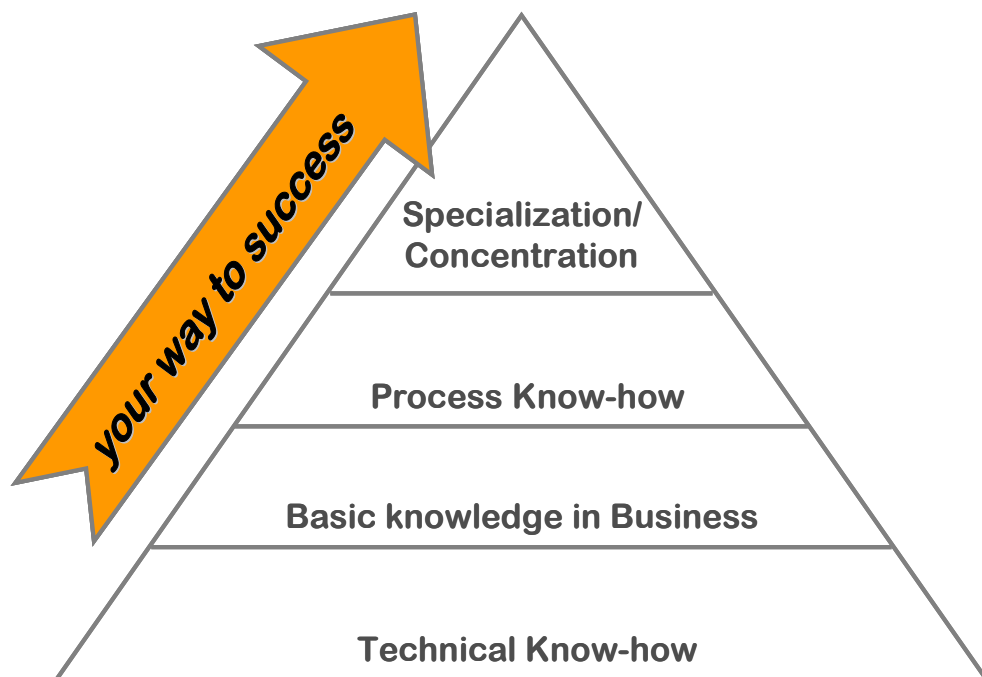
Our seminars focus on the goal of imparting basic knowledge indispensable for entrepreneurs and the foundation of spin-offs. Before inventors can present their spin-off ideas in a professional business plan, they should have developed a general understanding of how companies are founded and managed, and they should know,

- ▶ which developmental phases a company typically goes through;
- ▶ which knowledge young entrepreneurs must have in business management, business accounting, market research & analysis and marketing;
- ▶ what financing is required and what financing opportunities exist in EU funds;
- ▶ how to present their business ideas and concept in a business plan;
- ▶ which opportunities do they have to protect their intellectual property;
- ▶ how to develop a business concept and a business plan based on a business idea;
- ▶ how to structure and establish all the steps needed to grow a business through means like internationalization, access to funding, networking, etc.; and
- ▶ the insights into the nature of strategic management, including business planning and implementation and resourcing requirements.

The knowledge to transform a “catching” idea into business plan is a prerequisite that will be imparted in the seminars, but it is even more important to support the scientists with networking mechanisms,

allowing them to reach VCs, business angels, incubators or any other financing mechanisms, that might be interested, according to their specific criteria and needs.

We put a great emphasis to provide attendants with possibilities to critically discuss business issues and to assess the opportunities to launch their own start-ups. Seminars in general are product independent and neutral. The seminars will enable the trainee to understand the rules of the economic world and the needs of a successful entrepreneur.



At the end of this seminar series, the participants should be able to:

- ▶ understand the fundamentals of strategic management;
- ▶ discuss and elaborate an appropriate mission and vision statement and the goals the start-up should have;
- ▶ conduct a market research to find out their clients needs; and
- ▶ have the knowledge and tools required to create a business plan for their own organization.

Example for Basic and Advanced Training Course Outlines

The seminar will be structured into the following components:

- Seminar 1: Elements of the technology commercialisation process; “Spin-off creation and alternative solutions”
- Seminar 2: Basic Principles of Business Management; “Fostering Management Skills”
- Seminar 3: Basic Principles of Business Accounting; “Basic Accounting Skills”
- Seminar 4: Market research, market analysis, marketing and distribution; “The importance of the market and the customer”
- Seminar 5: The Business Plan – Its Focus and Elements
- Seminar 6: Financing options for technology transfer “How to find the right money at the right time and how investors think”
- Seminar 7: Presenting, acting and effecting; “The successful Business Plan Presentation”
- Seminar 8: How to establish a start-up company; “Steps and decisions into your own business”
- Seminar 9: How to get access to EU funds and how to build international consortia in [SPECIFIC TOPIC AREA]
- Seminar 10: Freedom-to-operate and IPR management; “How to protect my IPR”