

ALPBACH SUMMER SCHOOL ON ENTREPRENEURSHIP

HOW TO TURN IDEAS INTO REALITY

17. – 22. AUGUST 2016



Developed and
supported by



**UNIVERSITY OF
CAMBRIDGE**

Co-organized by



**EUROPEAN
FORUM
ALPBACH**

WHAT IS THE IDEA OF THE ALPBACH SUMMER SCHOOL?

The Alpbach Summer School on Entrepreneurship will show participants the way to successfully commercialise their ideas by guiding them through the processes of protecting their ideas, investigating and pinpointing the market, raising finance, building teams and selling their ideas. It has been specifically designed for the budding entrepreneur or corporate innovator who requires practical know-how in the development of a new business.

This intensive week will focus on the development of winning action plans for new business ideas through mentored sessions to develop a process for the next steps of taking the idea forward in the commercial area.

WHO ARE THE ORGANIZERS OF THIS PROGRAMME?

The Alpbach Summer School on Entrepreneurship is jointly organised by the I.E.C.T. – Hermann Hauser (Institute for Entrepreneurship Cambridge – Tirol) in cooperation with the University of Cambridge, and the European Forum Alpbach.

WHEN IS IT?

The Alpbach Summer School on Entrepreneurship 2016 will run from the 17th to the 22nd of August 2016. For more detailed information please see our website www.iect.at.



WHO IS IT FOR?

The overall aim of the Summer School is to coach researchers on how to assess the commercial viability of their research and develop plans for new venture creation with global potential.

The target group of the Summer School are PhD or Post-Doc students and researchers from the fields of technology, science, advanced engineering, physics, life science and mathematics.

You are the right person to attend the Summer School, if you answer one of the following questions with „yes“:

- * Do you have an idea you think can be turned into a business?
- * Are you ready to take the next steps and make your business innovation real?
- * Do you want to learn how to commercialise our idea and bring it to market?
- * Do you have a business project that could be progressed through an existing business but you need to gain support and resources from the company board?

WHAT ARE YOUR BENEFITS?

The programme comprises keynote and practical teaching sessions, interactive workshops and tailored support through professional coaching and expert clinics. The contributors are experienced trainers, renowned entrepreneurs, experts and innovators who have experience and know-how in their fields for many years.

- * Gain the inspiration, motivation and tools required to take the next steps in terms of commercialising ideas and progressing a global business
- * Understand the process of taking novel technologies to market
- * Determine the best business models and marketing strategy to commercialise a new idea
- * Have a great week of thinking time to accelerate your ideas, develop key entrepreneurial skills and contacts to exploit new ideas in response to customer needs more effectively
- * Meet and experience global mentoring from senior entrepreneurs
- * Be a part of a vibrant, like-minded community
- * Improve social networking skills and the ability to pitch an idea

17 AUG Opening of the Summer School in Alpbach

18 AUG Global Vision and Entrepreneurial Ambition

Match your goals with that of the business idea and test the readiness of your technology for global market needs. It is the start to dive deep into assessing how competitive your technology is against rival solutions.

19 AUG Markets and Marketing

Identify the opportunities for your technology or product and define what customers need and eventually buy. Find out where your actual market is and define market segments and compelling needs. Learn how to assess market size and what competing solutions you can use.

20 AUG Business Models for Commercialisation

Hear about the range of business models for commercialisation and learn how to determine the best business model for your needs. Clarify your value proposition, revenue model and profit formula. Define the routes to the market and develop intellectual property strategy and basics.

21 AUG Finance

Learn about basic financials and how you will finance the early stages of your venture. Develop a financing strategy and plan how you manage the equity split in your venture between the founders and later with investors.

22 AUG Selling your idea

It is time to learn how to deliver a compelling "pitch" to attract team members, customers and investors. Prepare and practise your pitch at our pitch training sessions.

Presentations and Poster Sessions

Present your idea to senior entrepreneurs, investors and other invited guests. Prepare posters to share across the community. Those judged to be closest to the market with their ideas will have further opportunities indicated on this final day for additional support, programmes and international exposure.

Gala Dinner with Alumni



GENERAL INFORMATION ABOUT ...

... THE SELECTION CRITERIA

Future entrepreneurs will be recruited on the quality of their application and those shortlisted by a skype interview. The project will be assessed in terms of innovation, novelty and sustainability. The project idea descriptions will be also measured with the help of the Technology Readiness Level (TRL) 2-4. The NASA TRL defines the stages of technological development of a project. The Technology Readiness Levels 2-4 reassess the research to prove the feasibility of a technology.

... THE REQUIREMENTS

The Summer School addresses itself to researchers, who want to commercialise or transfer their high scientific ideas and have experience in the fields of technology, science, advanced engineering, life science, physics or mathematics. Candidates should possess an ambitious and energetic mindset. Fluency in English is a must. Applicants currently in pre-start-up stage/initial stage are in no need of a business plan.

... THE FEES

The number of participants is limited to 30 outstanding young researchers. The overall fees amount to EUR 1.400,-. The participants have to cover the fee at their own expenses or generate further sponsorships from their institutions. The fees cover participation, excluding accommodation, travel costs and daily allowances. Accommodation is arranged for the participants and further details will be advised once the application has been accepted and confirmed. If participants would like to arrange alternative accommodation, please contact the Alpbach tourist information centre and inform us. Further information on our cancellation policy can be found on our website.

... THE LOCATION

The Alpbach Summer School takes place at the European Forum Alpbach. Address: Europäisches Forum Alpbach, Congress Centrum Alpbach, A-6236 Alpbach 246



HOW TO APPLY?

Applications have to reach the I.E.C.T. by **31st of May 2016** and be submitted digitally via www.iect.at or www.alpbach.org. If you have any questions regarding the application, please send an e-mail to mh@iect.at.

Prepare the following documents:

- 1 Application form (online)
- 2 Approval of your supervisor concerning your IP
- 3 Motivation Statement (1 page)
- 4 Curriculum Vitae (1 page)
- 5 A short description of your project idea (1 page). Your idea should have the potential of commercialisation, please describe this point in your application.
- * Optional: Letter of recommendation

CONTACT

Alpbach Summer School on Entrepreneurship 2016
I.E.C.T. – Learning
Education for Entrepreneurs

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