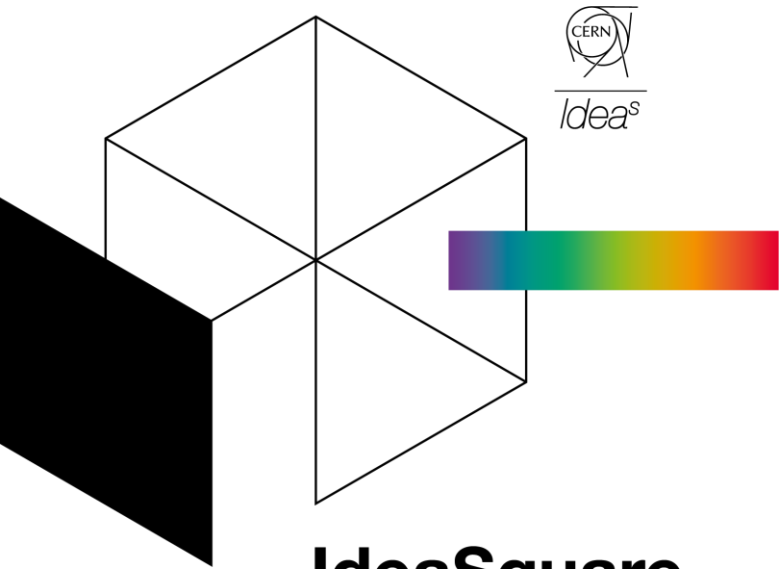


IdeaSquare Open Doors

15 and 16 February





IdeaSquare

The innovation space at CERN

Entrepreneurship

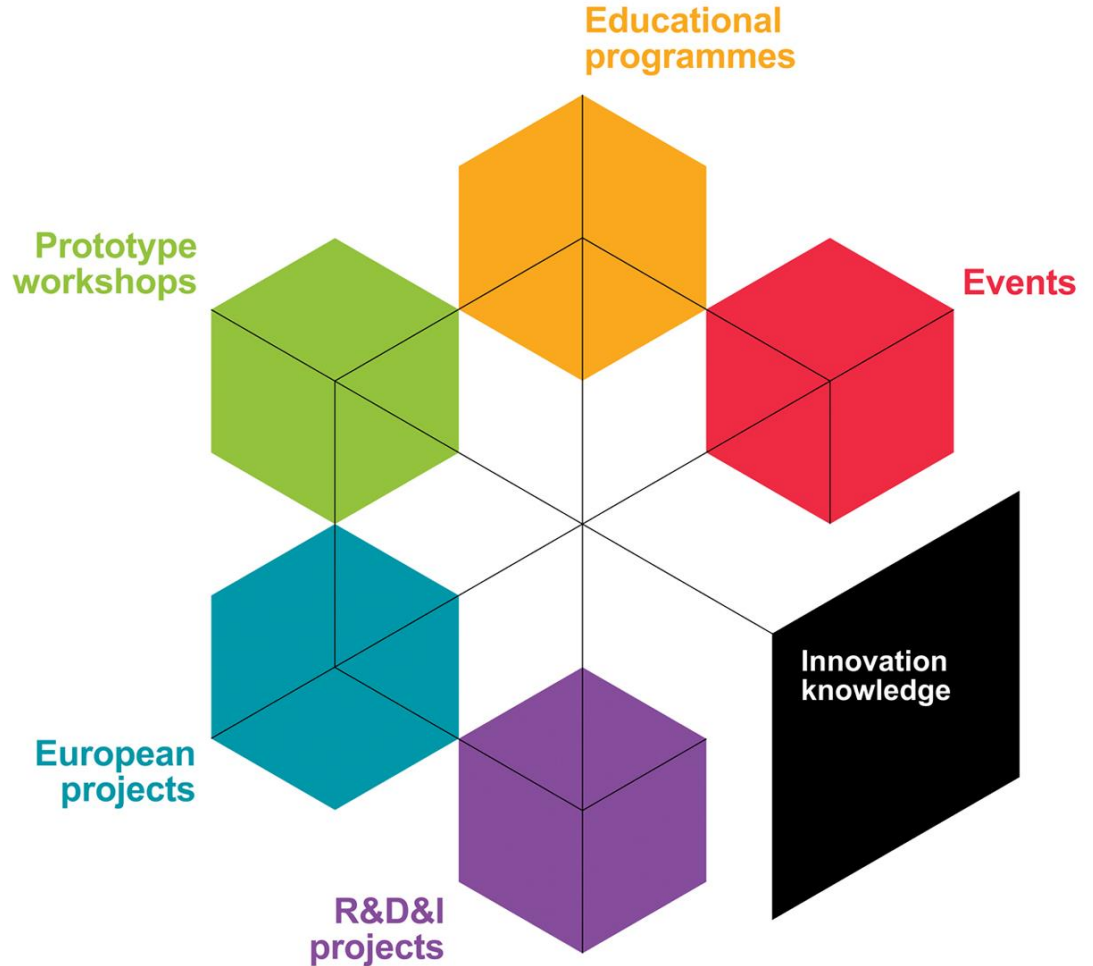
Ash Ravikumar

IdeaSquare

The Innovation place at CERN

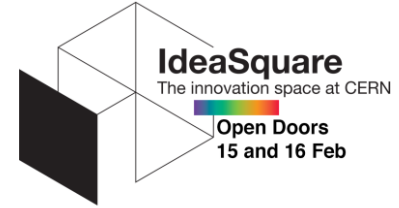
- Dream
- Build
- Meet
- Fund
- Grow

“People crazy enough to think they can change the world, ended up changing the world”
– Apple commercial





Entrepreneurship



*"It is **not the critic who counts;***

not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better.

*The credit belongs to the **man who is actually in the arena**, whose face is marred by dust and sweat and blood;*

who strives valiantly;

who errs, who comes short again and again, because there is no effort without error and shortcoming;

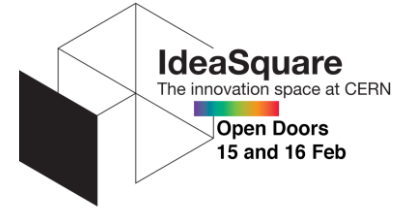
but who does actually strive to do the deeds;

who knows great enthusiasms, the great devotions;

who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat."

- Theodore Roosevelt

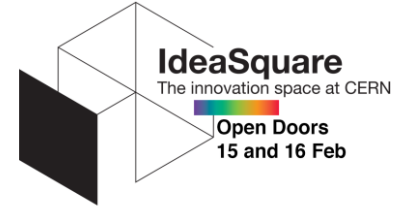
New Program design



“What?” First principles

- Focus on the person – the entrepreneur; Not technology
- Only variable to measure : Time
- Time (saving)
 - To get agreements signed
 - To get access to technology
 - To get funding
 - To get-to-market

New Program design

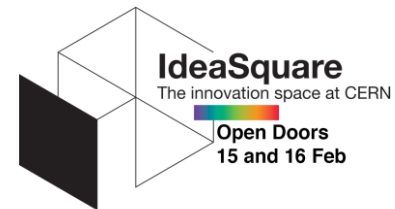


“How?” First principles

- Time (saving)
 - To get agreements signed
 - **Standardized contracts. Express agreements**
 - To get access to technology
 - **Information on a single source – publications, videos**
 - **Prototypes**
 - To get funding; To get-to-market
 - **Introductions to the people who know this and do it daily**
 - **Venture Capital firms, Industry experts, companies**



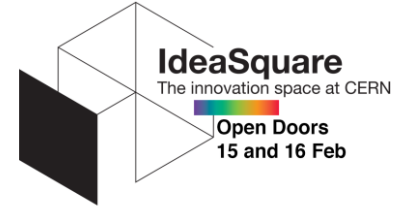
CERN
Venture Connect





- Dossier of technologies
 - Unique
 - Clear IP title
- Standard contract
 - 2% royalty payable when accrued to 20,000 CHF
 - Equivalent to 1 million CHF in Sales
- Prototypes available
- Network of Partners

Three talks today



Eduardo Granados

Scientist at CERN

Inventor of new Laser

Markus and Jan

Ex-CERN

Founders of SolidWatts

Aoi Senju

Founder of Colabra

Software for scientists