



LAUNCHING NEW VENTURES WORKSHOP 2015



ÉCOLE POLYTECHNIQUE
FÉDÉRALE DE LAUSANNE

16 – 18 NOVEMBER 2015
Lausanne & Geneva,
Switzerland

Welcome to EPFL

1 A LETTER FROM THE PROFESSORS

Dear LNV15 Entrepreneurs,

Congratulations on your hard work and effort throughout the course of Launching New Ventures. We packed a lot of material into five weeks, and you showed a great aptitude to learn as well as motivation to apply this new knowledge to your venture ideas. We are pleased to welcome you to the EPFL campus to celebrate your progress thus far and encourage you in the next steps of your new venture development.

The next few days hold a variety of sessions in various formats and on many topics surrounding entrepreneurship. Your active participation will add value to your own experience as well as the takeaways for everyone present.

Our hope is that you will take home a clearer understanding of challenging concepts in technology commercialization, applicable new tools to use in your daily work, and especially valuable feedback on your own project from the EPFL team as well as guest speakers and the entrepreneurs in your cohort. Your time with us will hopefully help you develop a wider and deeper network, and renew your inspired entrepreneurial spirit.

Following this week, we look forward to hearing about your progress as you keep in touch with Nettra Pan and Shirah Foy over the next six months.

Make the most of your time here!

See you at the launchpad,

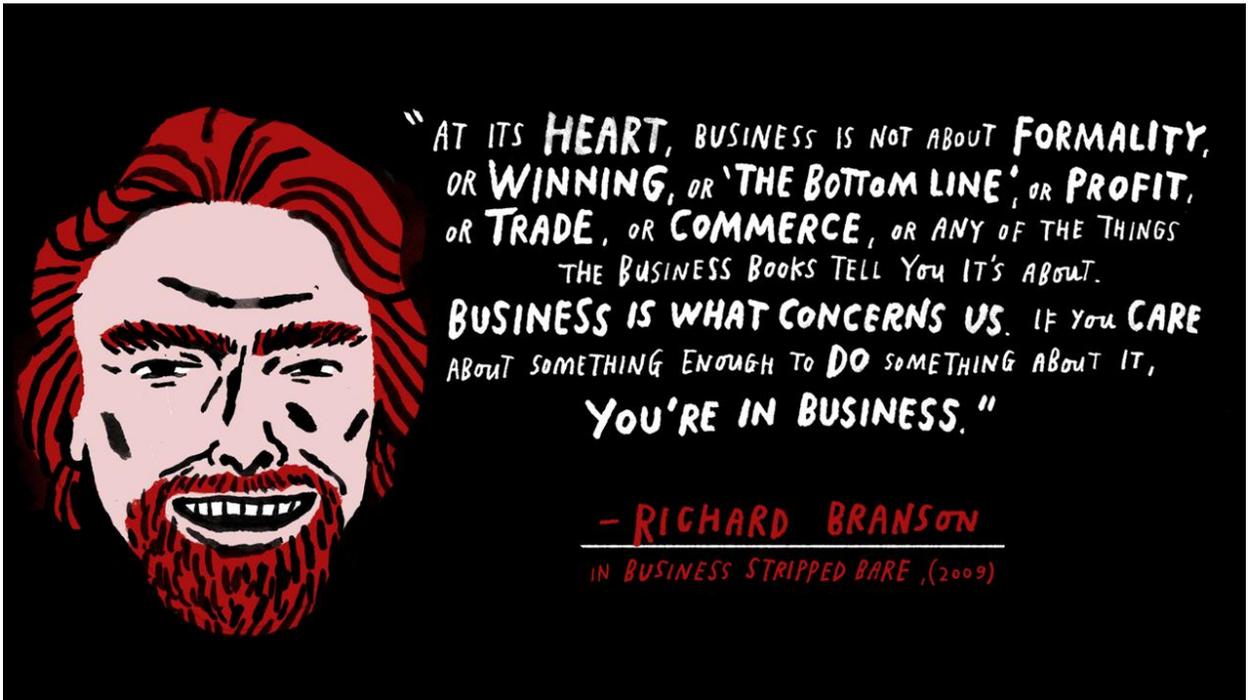


Prof. Marc Gruber



Prof. Chris Tucci





" AT ITS HEART, BUSINESS IS NOT ABOUT FORMALITY,
OR WINNING, OR 'THE BOTTOM LINE', OR PROFIT,
OR TRADE, OR COMMERCE, OR ANY OF THE THINGS
THE BUSINESS BOOKS TELL YOU IT'S ABOUT.
BUSINESS IS WHAT CONCERNS US. IF YOU CARE
ABOUT SOMETHING ENOUGH TO DO SOMETHING ABOUT IT,
YOU'RE IN BUSINESS."

- RICHARD BRANSON
IN BUSINESS STRIPPED BARE (2009)

2 TRAVEL & ACCOMODATION LOGISTICS

GETTING FROM GENEVA AIRPORT TO LAUSANNE

A train station is conveniently located at the Geneva Cointrin Airport. Once you arrive at the airport, there is only one exit from the baggage claim area. As you pass the customs (red and green doors) into the arrivals area, squeeze through the crowd and turn left. (Do not go outside.) Walk to the end of the hallway and go through the revolving doors. You are now in the train station. You should already have your train ticket printed out or available on your smartphone. Simply check the correct platform and get on the train direction Lausanne.

GETTING TO THE HOTEL

Most of you are staying at the SwissTech Hotel. There are two ways to get there from the train, the first bullet point is the best:

📍 Route Louis-Favre 10b, 1015 Ecublens
🌐 swisstechhotel.epfl.ch
☎ 021 694 06 10

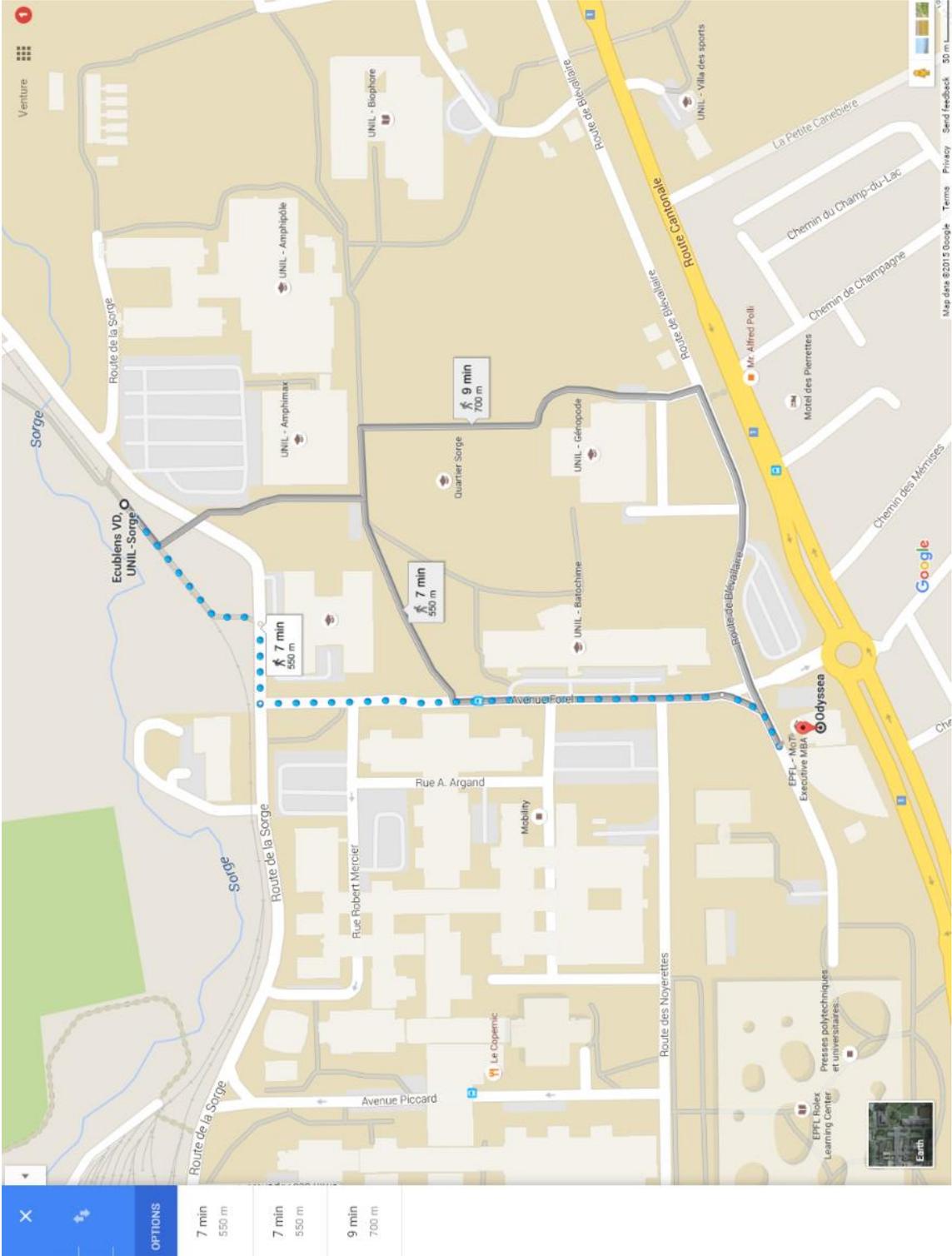
- If your train stops in **Renens VD** (before Lausanne), get off there. Take the Metro **M1** direction Flon. Get off at the stop called **EPFL**.
- If your train goes straight to **Lausanne**, get off there. Go out the main doors of the train station, cross the street, and go into the metro (to the right of McDonald's). Take Metro **M2** direction Croisettes, go only one stop and get off at **Flon**. You need to change metro lines, so find Metro **M1** direction Renens Gare. Take this for about 15 minutes, get off at the stop called **EPFL**.

Enter the building using the code **7536**



GETTING FROM THE HOTEL TO THE COLLEGE OF MANAGEMENT

Our Monday activities will be held in the *Odyssea* building at the College of Management. If you feel good about your navigational skills and enjoy a morning walk, it will take you about 20 minutes to reach *Odyssea* on foot. The most efficient way to reach *Odyssea* is to take the Metro **M1** direction Flon. Go one stop and get off at UNIL-Sorge. ****The hotel will give you a Lausanne transport pass.**



3 MONDAY'S PROGRAM 16.11.2015

LOCATION: Odyssea Building, EPFL College of Management

TOPIC: Marketing and Strategy Workshop

SPEAKERS: Prof. Chris Tucci and Prof. Marc Gruber

PREPARATION: *Please prepare a 5-minute pitch of your business concept.
Send the slides to shirah.foy@epfl.ch by 8.00am on Nov. 16th.
Update your financial plan (you will present & get feedback)
Update your fundraising plan (you will present & get feedback)*

- 08.30 We'll start the morning with some icebreaker activities. Also, each startup will give an introductory pitch (max. 5 minutes + 5 minutes for questions).
- 10.00 Workshop led by Prof. Tucci on raising and managing money. Each team will present their financial plan, then fundraising plan; there will be discussion and personalized feedback.
- 11.30 Break**
- 11.40 Workshop led by Nettra Pan and Shirah Foy on using understanding of user personas and customer journey to craft relevant digital marketing strategy.
- 12.45 Lunch* (provided by EPFL)*
- 14.00 Tour of MOOC Factory led by Matthew Goodman
- 15.00 Workshop led by Prof. Gruber on technologies and market opportunities
- 17.00 Official activities wrapped up for the day*
- 19.30 Reservations* have been made for a traditional fondue welcome dinner at Restaurant de l'Evêché in Lausanne center (Rue Louis-Curtat 4, 1005 Lausanne).

**see section 7 of this program for information on meals and snacks.*



4 TUESDAY'S PROGRAM 17.11.2015

You are free to explore the many co-working spaces and incubators between Lausanne and Geneva.

We have one meeting & tour organized for you on EPFL campus:

09.00 **Hervé Lebret**, Manager of the Innogrants program, will give us a tour of La Forge co-working space in EPFL Innovation Park. <http://epfl-innovationpark.ch/laforge>

LOCATION: EPFL Innovation Park, Building C (search "C" at <http://plan.epfl.ch/>)

You are additionally invited to an optional event at CERN IdeaSquare in conjunction with Global Entrepreneurship Week:

18.00 Panel Discussion on the creation of interdisciplinary startup teams, followed by networking and light refreshments. (Limit 50 guests)
Registration required: www.cern.ch/go/Rmv9

Here is a list of some other spaces we recommend:

Name	Type	Location	Description
Seedspace	Co-working space	Chemin de la Chevillarde 11, 1224 Chêne-Bougeries (Geneva) T: +41 79 816 71 50	http://geneva.seedspace.co/
Impact Hub		1 Rue Fendt, 1201 Genève info@geneva.impacthub.net T: 079 735 42 07	http://geneva.impacthub.net/
Work'n'Share	Co-working space	Rue du Liseron 7, 1006 Lausanne (M2 Ouchy) hello@worknshare.ch	http://worknshare.ch/?lang=en
Numéro 3	Co-working space	Rue Ecole-de-Commerce 3, 1004 Lausanne info@num3.ch	http://num3.ch/



5 WEDNESDAY'S PROGRAM 18.11.2015

- LOCATION:** IdeaSquare building, CERN
Route de Meyrin 385, 1217 Meyrin
- TOPICS:** Design Thinking; Knowledge Transfer
- SPEAKERS:** Markus Nordberg, Harri Toivonen, Joona Kurikka, Tuuli Utriainen, Vetle Nilsen
- PREPARATION:** *Please prepare* some user personas (2-3) and a first draft of your customer journey.

*07.10 Leave the hotel for Geneva
(Shirah will meet you at Renens, VD station; see train schedule next page)*

08.40 Arrive at CERN, coffee with the Ideasquare team

09.00 Welcome from **Markus Nordberg**, Development & Innovation Unit

10.00 Introduction to Design Thinking (+ exercise) with **Harri Toivonen, Joona Kurikka, Tuuli Utriainen**

13.00 Lunch provided by EPFL

14.30 Wrap-up of the morning activities + team presentations

15.00 Knowledge Transfer at CERN, with **Vetle Nilsen** and invited startup

16.30 Break for coffee and snacks, tour of Ideasquare

17.30 Tour of ATLAS control room (note that we won't be able to go underground)

18.30 Depart from CERN for dinner



SwissTech Hotel to CERN, Tuesday, 17 Nov

6	Station/Stop	Time	Platf./ Edge	Travel with	Occupancy	Comments
-	Ecublens VD, EPFL	dep 07:13				Underground 1
	Renens VD, gare	arr 07:19		M 1		Direction: Renens VD, gare
	Renens VD, gare					3 min., Y
	Renens VD			walk		
	Renens VD	dep 07:26	2		1. 2.	RegioExpress 3110
	Genève	arr 08:09	3	RE		Direction: Genève
	Genève					7 min., Y
	Genève, Cornavin			walk		
	Genève, Cornavin	dep 08:19				Low-floor tramway 18
	Meyrin, CERN	arr 08:39		NFT 18		Direction: Meyrin, CERN

Duration: 1:26;
runs 10. Nov until 11. Dec 2015 Mo - Fr

EcoCalculator
 Map
 Calendar
 Text view
 Read out
 Fully accessible connection
 Price list

Show intermediate stops
 Fare/Buy

Find travel itineraries for all of Switzerland at www.cff.ch

6 LIST OF SPEAKERS & ATTENDEES



Prof. Christopher L. Tucci

Dean, EPFL College of Management of Technology
Chair of Corporate Strategy Innovation
@cltucci



Prof. Marc Gruber

EPFL Chair of Entrepreneurship & Technology Commercialization
@marcbgruber



Nettra D. Pan

PhD Candidate, EPFL Chair of Entrepreneurship &
Technology Commercialization
@nettra



Shirah E. Foy

PhD Candidate, EPFL Chair of Entrepreneurship &
Technology Commercialization
@shiraheden



Dr. Hervé Lebret

Manager of Innogrants, EPFL
<http://www.startup-book.com>



Dr. Markus Nordberg

Head of Resources Development
CERN Development & Innovation Unit
<http://nordberg.web.cern.ch/>



Harri Toivonen

Project Associate
CERN Ideasquare



Joona Kurikka

Cooperation Associate
CERN Ideasquare



Tuuli Utriainen

Project Associate
CERN
@TuuliU



Job van de Kieft

LNV15 Prize Winner
Scoozy
<http://www.scoozy.nl/eng.html>



Amine Gahbiche

LNV15 Prize Winner
Smart Job'd
<https://tn.linkedin.com/in/gahbiche/en>



Karl Onuora

LNV15 Prize Winner
Smart Job'd
<https://ng.linkedin.com/in/karlonuora>



Lamine Sano
LNV15 Prize Winner
Smart Job'd



Ambroise Tassi
LNV15 Prize Winner
PulseProduct



Michaël Haddad
LNV15 Finalist
Pop-U



Olivier Pajot
LNV15 Finalist
Pop-U



Wilfried Josset
LNV15 Finalist
Dreamersive

7 BUDGETING LOGISTICS

To assist you in budgeting for this workshop, meal plans are outlined below:

- Monday breakfast provided at your hotel.
- Monday morning coffee & snacks provided by EPFL.
- Monday lunch provided by EPFL.
- Monday fondue welcome dinner provided by EPFL.

- Tuesday breakfast provided at your hotel.
- Tuesday lunch on your own.
- Tuesday dinner on your own.

- Wednesday breakfast provided at your hotel.
- Wednesday lunch at CERN provided by EPFL.
- Wednesday coffee & snacks provided by CERN.
- Wednesday dinner on your own (we may choose to eat somewhere as a group).

- Thursday breakfast provided at your hotel.