

Project Day ESI 2019 - ESTEC

The project Day is aimed at providing a different perspective to the science world. In collaboration with the technology transfer and innovation offices of the EIROforum centers a full day will be dedicated to business related topics and how to valorize infrastructure and technology developed in the big scientific organizations.

How will it work?

Different centers of the EIROforum community have provided technologies or capabilities that have commercial potential. Those technology are made available in the website of the ESI for consultation already and the students can start looking into the technologies to choose one with which they believe they can develop a business idea.

The students are grouped in Teams mixing experiences of different organizations. The group lists are also made available on-line, so we encourage all students to contact the group members before Friday the 17th to discuss ideas. The goal is not to come with only one idea, but some ideas that can be refined later on, we will be working with ideation, business planning and modeling, etc., so give room for creativity!

On the 17th, we will have an agenda with: short presentations from each of the EIROs, knowledge pills in creativity, ideation, team and business feasibility and business modeling and team work. We will finish the day with the presentation of your business ideas, which one is going to be the more convincing?

Raw Material

As explained several technology descriptions can be found on-line, if you need more information you can contact the representatives of each organization (the information is in the slide) and do your own research!

Mentors

On the Project Day we will have experts on-line to support on technical questions you might have. At the room you will have business experts ready to answer any question you have.

Dynamics

We will be delivering 3 short 15 minutes presentations on relevant topics and then you will have as much time as possible to work with your team. You will have to self organize the team and build it like if it was an actual start-ups.

Pitching

At the end of the day we expect all teams to present their projects and ideas. An initial approach to what will be expected to be seen is:

- 1. The team of the start-up:** profiles and key competences, entrepreneurial motivation
- 2. Business proposition (NABC questions)**
N: Need – Customer problem and market opportunity. What is the customer need and why is it important?
A: Approach – solution and go-2-market. What is our innovative, compelling approach that effectively addresses the customer’s needs?
B: Benefit – added value to customers and business results. What are the benefits of our approach for the customer? How big is the business opportunity?
C: Competition – competitiveness. What are the alternatives available to the customer?
- 3. The current stage of maturity of the start-up (evidence & reasons-to-believe so far)**
- 4. Need for the funding**

Agenda of the Project Day:

08:30	Introduction to the Project Day: Guidelines and technologies
08:45	Presentations EIROforum IMKTT Members (5' each)
09:30	Innovation Pill 1: Ideation
09:45	Group Work 1: Idea Generation out of a selected technology
10:45	Break
11:00	Innovation Pill 2: From idea to business
11:15	Group Work 2: Technology and Business Feasibility
13:00	Lunch Break
13:30	Innovation Pill 3: Market Validation and Business Canvas Model
13:45	Group Work 3: Business Canvas Model and contact with potential users/customers. Prepare slides
15:30	Project Presentations (5' each) and Q&A from mentors
17:00	Closing and Conclusions