

EM-U #98

Experience at Entrepreneur First – a talent investor and accelerator program

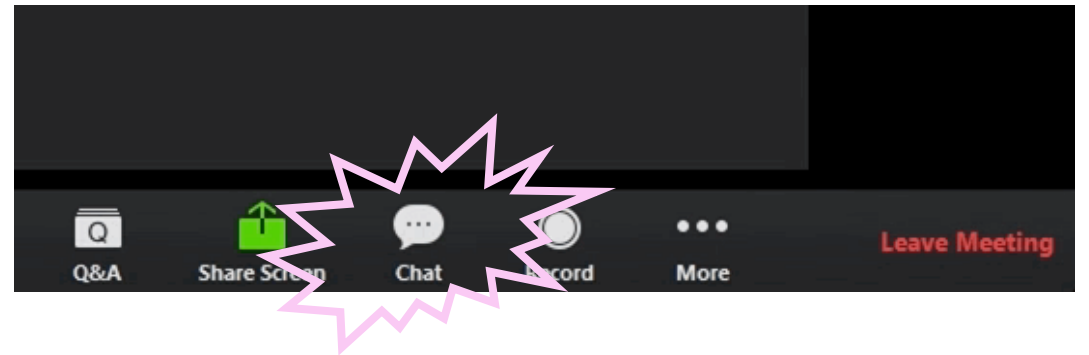
Valentina Venturi
Entrepreneurship Team, KT CERN

EM-U #98

Zoom quick info

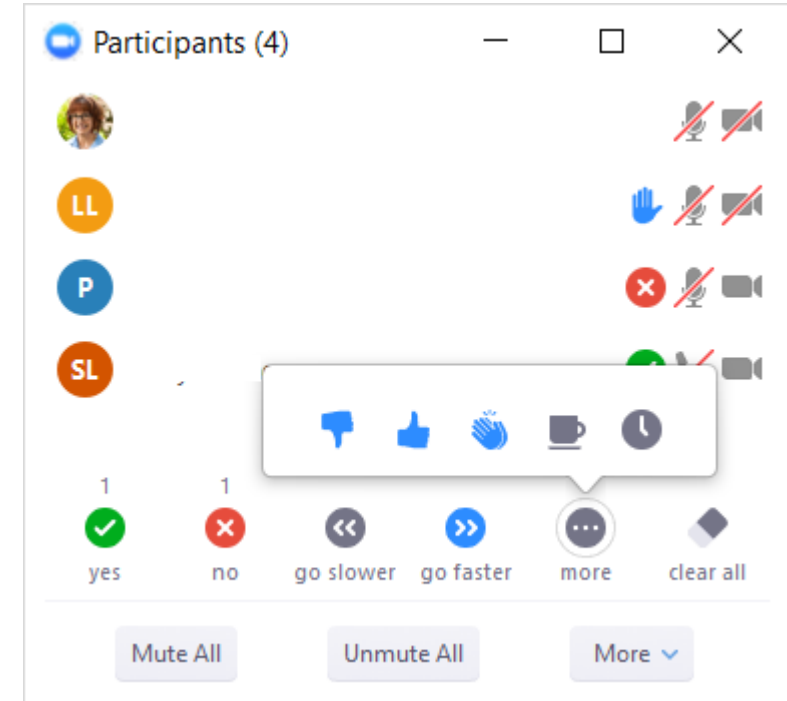
Are you ready?

If you have a question ask in the chat...



Reactions

- If you feel anything just react or write it down
- Talking to the screen might make the presenter feel alone 😊
- Answer the poll



EM-U #98

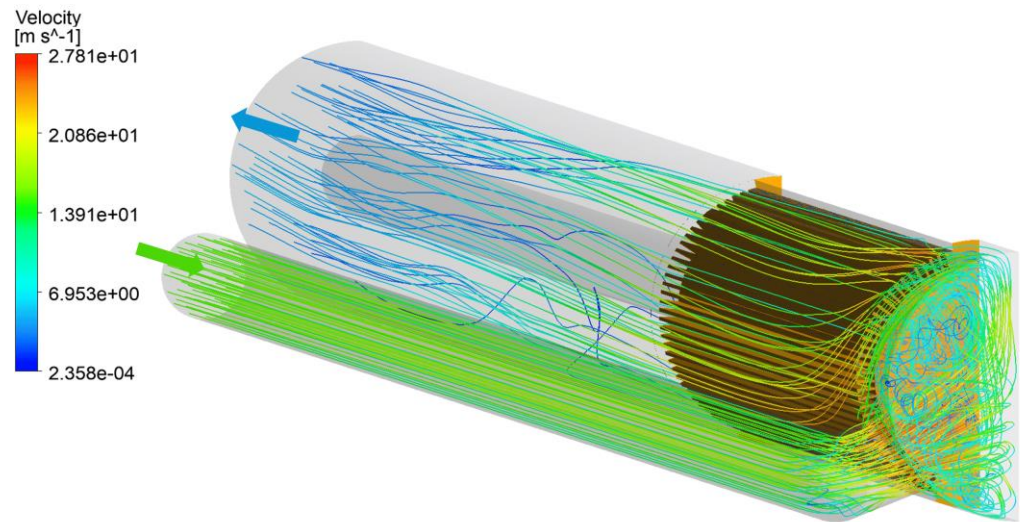
Experience at Entrepreneur First – a talent investor and accelerator program

Valentina Venturi

Entrepreneurship Team, KT CERN

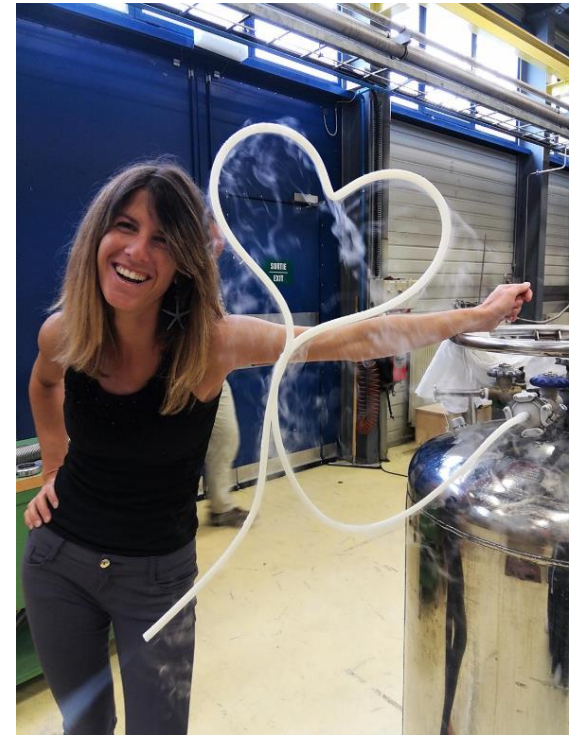
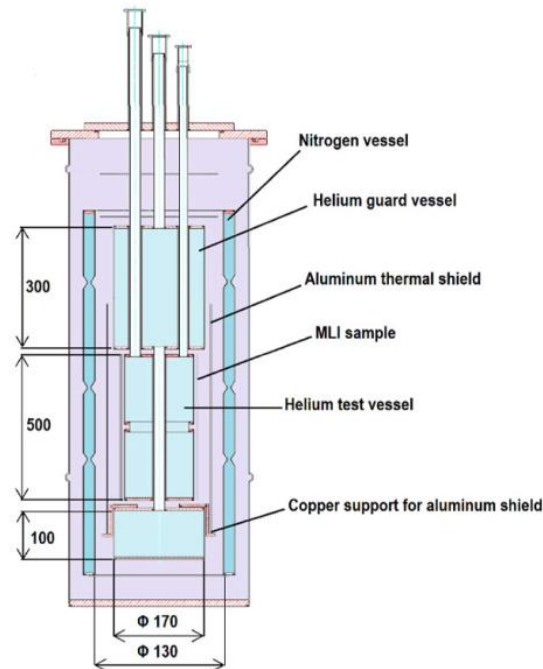
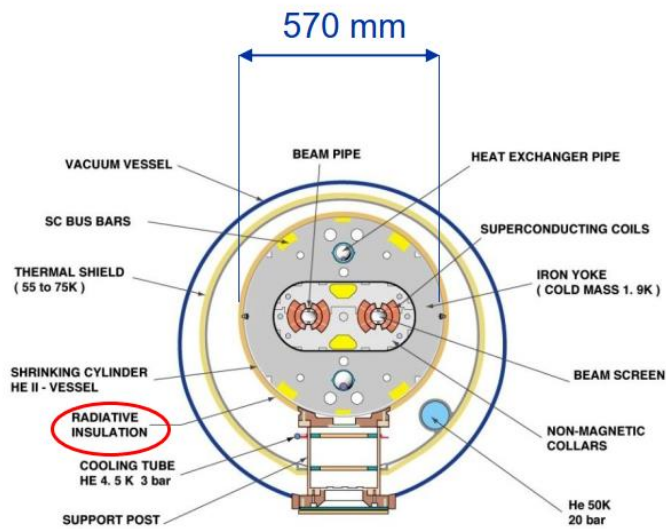
CERN 2012 - 2015

Fellow in EN-STI for design of beam targets, beam dumps, beam stoppers ecc.



CERN 2015 - 2019

Doctoral student in TE-MSc working on characterization of thermal insulation systems for cryogenic applications



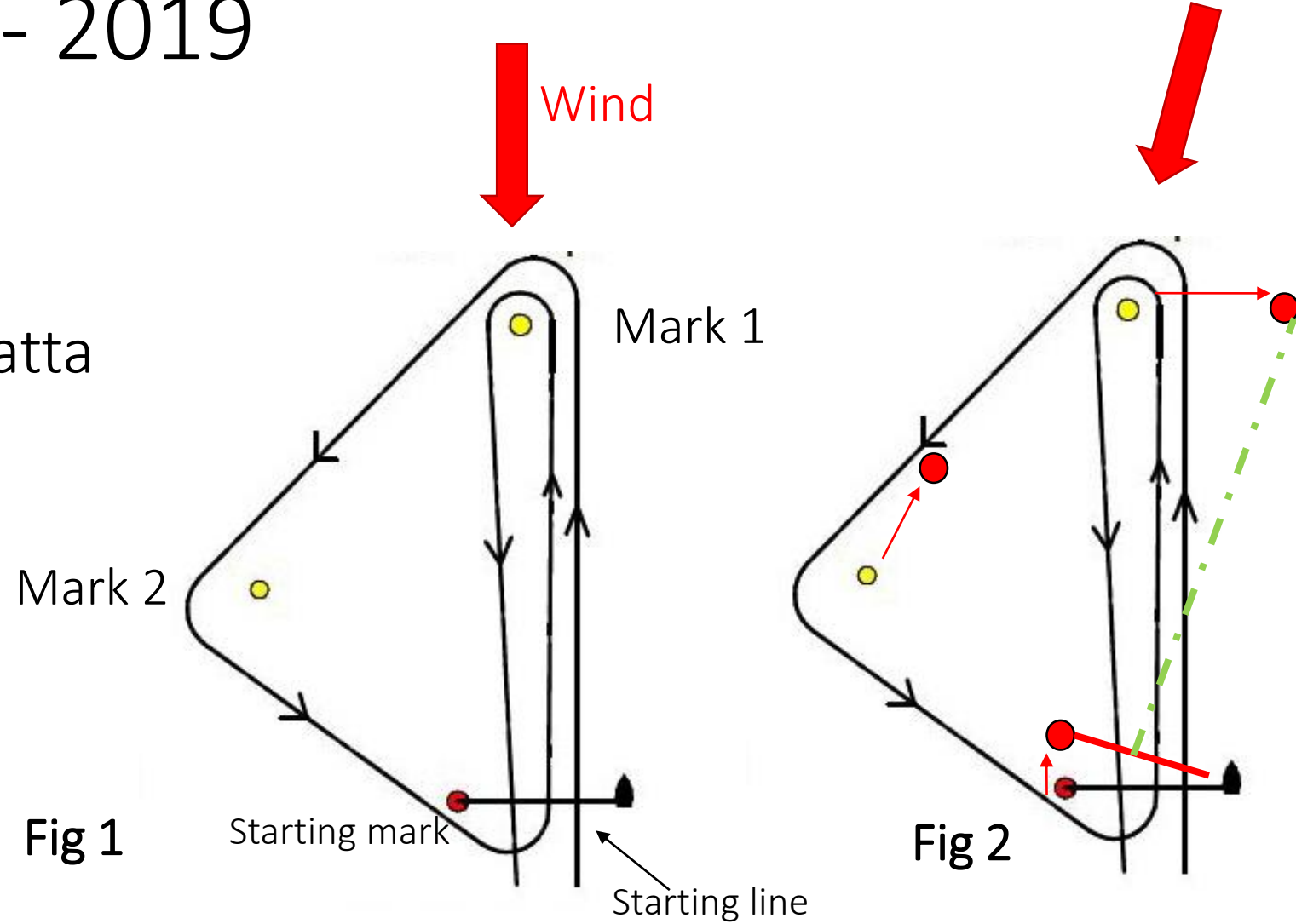
CERN 2015 - 2019

In the meantime...
(winter 2016-2017)

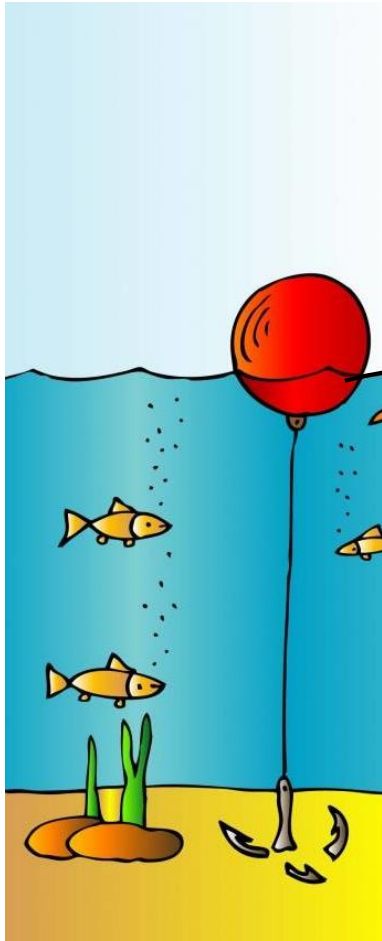


CERN 2015 - 2019

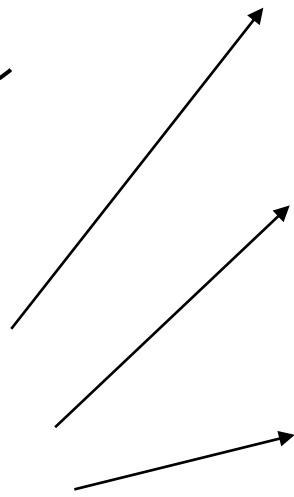
Context: the regatta



CERN 2015 - 2019



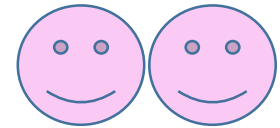
Problems with current marks



Time



Volunteers



Pollution



CERN 2015 - 2019

We needed something more advanced than an anchored buoy in sailing!

Drones were already nothing special....

CERN 2015 - 2019

2018



SMDRK

CERN 2015 - 2019

On day in summer 2018 I was testing the first prototype in Versoix...

A Yachting Club CERN member came to talk to me..
She was Anais from KT!



CERN 2015 - 2019

Chat with Anais about the possibility of putting some CERN tech on the buoy

I got to know KT group and its mission 😊.
Anais was a big inspiration for me!

Unfortunately we didn't find anything for the buoy

CERN 2015 - 2019

A year later... in summer 2019

The buoy was advancing

The Phd was almost finished



CERN 2015 - 2019

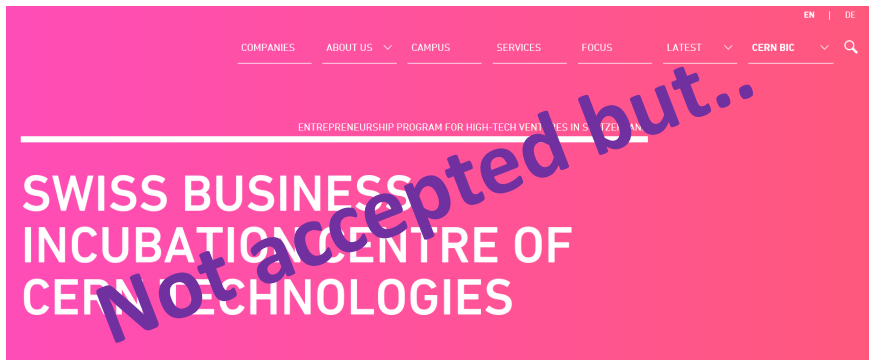
I started to attend EMUs, and in one of them the CERN BICs were presenting.

I applied for the Park Innovaare to check again if I can get a CERN tech on the buoy...



CERN 2015 - 2019

No CERN tech for me 😞.... But I am told I am automatically participating to the Swiss Innovation Challenge.
This is going to be a **taste of the entrepreneurship jungle..**



SWISS
INNOVATION
CHALLENGE



CERN 2015 - 2019

Basel, end of June: 1st pitch

→ selected among the first 50 startups out of 100.... :D



V: "and now?"

*SIC: "Now you can prepare a 15-30 pages **business plan** and a **2 pages management summary** for the next pitch"*

V: "Eehnmm... a what?"

CERN 2015 - 2019

I decided to keep testing the buoy....

SIC made me more excited about the entrepreneurship world!

I joined some entrepreneurship groups in Geneva and started attending more meetings/conferences in the area..... and more EMUs

EMU#86: *Why Entrepreneur First funds talent instead of ideas, and how that talent could be you.*

There are many ways to make the transition *from being a researcher to* becoming an *entrepreneur*. However [.....] **many tech talents never 'jump'** because they do not really have the a solid team, funding or the right push. [.....]

EF 2019

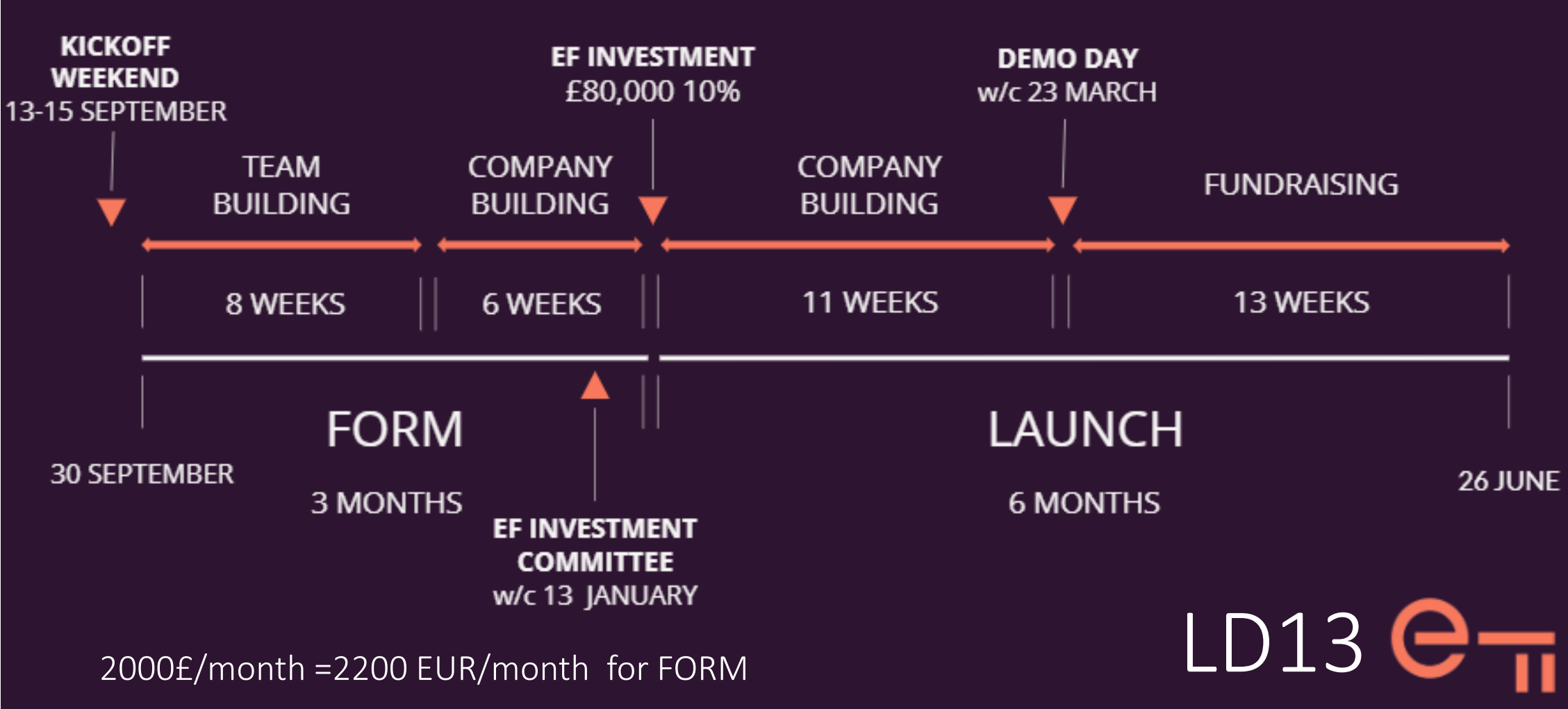
EF selects 50-100 individuals per cohort, twice a year to build a very **successful** company (\$1B company) in a very **short time**:

London – Paris – Berlin – Bangalore – Singapour – Toronto

Some application questions:

- List the 3 most impressive things you have built
- What role would you have in a startup?
- What unique tech or industry insight do you have?
- Your best act of persuasion (**Note:** *we will automatically reject candidates who discuss marriage or other romantic proposals in their answer to this question*)

EF 2019



EF 2019

- The EF EMU was happening after the official deadline for the next London cohort but it was slightly extended.... So I applied for the London program!
- On the 11th of September they told me I was selected!
- On 13th I had to be in Paddington station at 10 am for the Kickoff weekend in Oxford....
(That was the CERN Open days weekend 😞)

EF 2019

Kick of weekend's aim

1. To get to know each other
2. To understand how to evaluate potential cofounders
3. To leave with a shortlist of five people to follow up with



EF 2019

Schedule - Friday 13th

Date	Time	Activity
Friday 13th	10:50	Meet EF Team at Paddington Station and pick up train ticket
Friday 13th	11:20	Train from Paddington Station
Friday 13th	12:20	Arrive at Oxford Station + pick up your own lunch
Friday 13th	13:00	Arrive at Queen's College Oxford
Friday 13th	13:00	Sign in + room key pick-up + bag drop off (Check-in)
Friday 13th	13:30	Talk: Welcome to EF
Friday 13th	14:00	Talk: Introduction to EF's Investment Thesis & Q&A with EF Founders
Friday 13th	15:00	Coffee Break
Friday 13th	15:30	Talk: Building a company to exit
Friday 13th	16:30	Free time
Friday 13th	17:45	Leave for Trinity from Queen's
Friday 13th	18:00	Dinner
Friday 13th	19:00	Leave Trinity to return to Queen's
Friday 13th	19:15	Social: Board Games & Drinks
Friday 13th	22:00	Close Beer Cellar

Schedule - Saturday 14th

Date	Time	Activity
Saturday 14th	08:15	Breakfast
Saturday 14th	09:15	Breakfast ends
Saturday 14th	09:30	Talk: Introduction to Edge & Ideation
Saturday 14th	10:30	Panel: EF Alumni
Saturday 14th	11:15	Coffee Break
Saturday 14th	11:45	Activity: Co-founder Carousel 1
Saturday 14th	13:00	Lunch
Saturday 14th	14:00	Talk: Introduction to Teambuilding
Saturday 14th	14:45	Coffee Break
Saturday 14th	15:15	Activity: Co-founder Carousel 2
Saturday 14th	16:15	Free time
Saturday 14th	18:00	Beer cellar opens for pre-dinner drinks
Saturday 14th	19:00	Dinner
Saturday 14th	21:00	Social: Board Games & Drinks
Saturday 14th	22:30	Close Beer Cellar



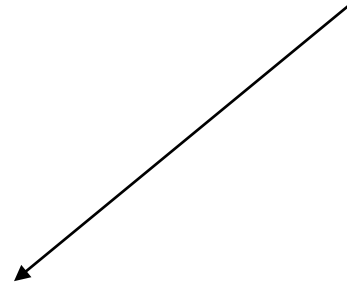
Schedule - Sunday 15th

Date	Time	Activity
Sunday 15th	08:15	Check-out + breakfast + bag drop
Sunday 15th	09:15	Totally Unsupervised Random Walk Briefing
Sunday 15th	09:20	Totally Unsupervised Random Walk
Sunday 15th	13:00	Lunch
Sunday 15th	14:20	Leave Queen's College Oxford
Sunday 15th	14:55	Train back to London Paddington

EF 2019

Main topics kickoff weekend

- Welcome to EF
- EF's Investment (£80K 10%)
- Building a Company to Exit
- Edge and Ideation
- Team Building
- EF Alumni Panel



*Note: they said sport/hobby ideas for startups are not good enough... →
Goodbye buoy!*

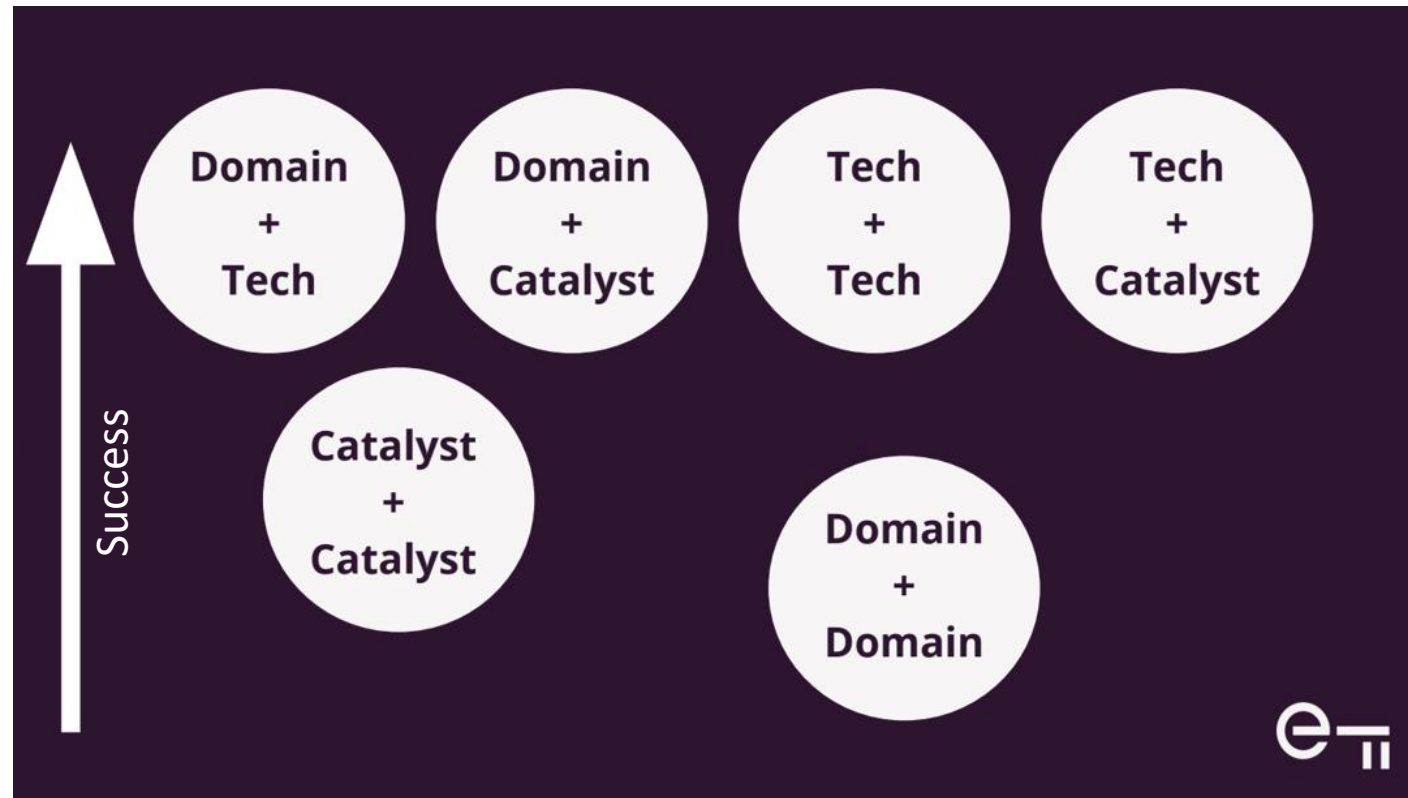
Why so ? EF believes that you REALLY need to use your edge... and what is it?

EF 2019

Edge

- *Tech*
- *Domain*
- *Catalyst*

The edge is your **unfair advantage** in solving a problem, compared to other founders. Why you? Why now?



EF 2019

Back home, interacting with my 5 people... and reading recommended articles

LD13 Cohort Wiki

How to use this Wiki?

Welcome to LD13. Throughout the Form programme, this Wiki will provide you with the information you need to know. It will be updated continuously during Form as we add material, and we'll make you aware of any changes.

How to use this Wiki?

This Wiki is designed to consolidate existing EF knowledge into a one-stop source of everything you might need during your first three months at EF. That said, the Wiki is:

- Not exhaustive
- A guideline, not a policy
- Constantly being updated with new information

Programme Info

- Getting started at EF HQ
- Schedule & Timeline
- Code of Conduct
- Health & Safety Information
- EF Team Bios
- Talks & Workshops
- Banking Information
- Legal
- Check-ins

Key EF Topics

- What Is Edge?
- How To Scale Your Ambition?
- How To Find A Co-Founder?
- What Is Customer Development?
- How to prepare for Launch Selection?
- Founder Stories

Form Tools

- Slack
- Programme Dashboard
- Form Canvas
- Access the Alumni Community
- Team Leaderboard

Form Preparations (pre-programme)

- Pre-Programme Events
- Kickoff Weekend
- Programme FAQs
- Stipend Information

Global Updates & EF News

- Cohort Newsletters
- EF Global News
- Notable Alumni

Partnerships

- AWS Activate
- EF Partnerships in Europe

To Dos (pre-programme)

- Onboarding Checklist
- Visa Preparations
- Relocation Information
- Reading List

EF 2019

My favourite slide of the weekend...

EF 2019

*The LHC is also in this
accelerator, in the
version Large Human
Collider*



EF 2019

*October 1st
We start!*



EF 2019

Week 1

Welcome to EF

What to expect on Form

Edge & Ideation

Team Building

Intro to Form Canvas

Group Pitches - W1

Week 2

Intro to Communication

Customer Development

Intro to Launch & Venture

Week 3

Venture Economics & What does a Unicorn look like?

Group Pitches - W3

Week 4

Market Sizing

Week 5

Competition & Defensibility

Group Pitches - W5



Team up by week 1!

Week 7

Early Stage Growth - GTM & B2B Sales

Group Pitches - W7

Week 8

Incorporation

Group Pitches - End of Team Building Party

Week 9

Intro to Launch Investment Legal Documentation

Storytelling

Week 11

What does it mean to be the director of a company?

Copy of Group Pitches Christmas - W12

EF 2019

In addition:

- *Weekly meeting with 1 mentor following you till week 8 (end of team building) The personal mentor is helping you in any aspect*
- *Weekly meeting with 1 team mentor following your team. The team mentor is pushing you to understand as quickly as possible if the startup is going to fail*

EF 2019

My experience

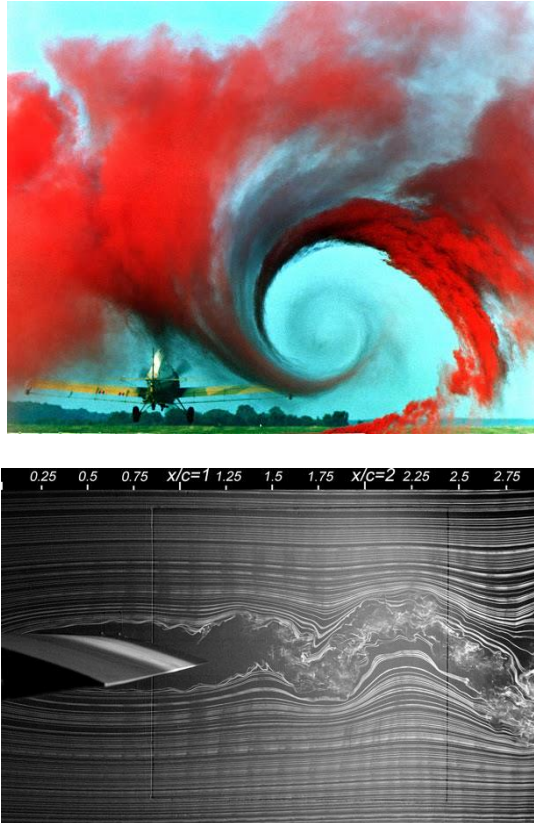


EF celebrate brakeups

Project Description	Formation Date	Breakup Date	
Smart aerodynamic devices to reduce transport emissions by 5 - 10%	2019-10-02	2019-10-07	5 days
Fuso	2019-10-17	2019-10-23	5 days
Experimental reality No Navier Stokes	2019-11-02	2019-12-19	1.5 months

EF 2019

The idea



ML
+
Computer
Vision



New
algorithm
based on
real cases

EF 2019

My experience

After the team is formed, customer developement was 90% of my time in EF... callin calling calling ...the rest was market sizing, busines plans ecc.

1 time I was thought as SPAM

EF 2019

One weekend in December I came back to Geneva to ski

Many questions in my head:

- *Do I really like my co-founder?*
- *Do we have the traction we wanted?*
- *Am I ready to be in London for this?*
- *Do I really like the startup idea?*

The buoy project was making me feel much more excited and rewarded.

EF 2019

That was the end of Form, but not the end of EF...

The overall experience has been amazing, I learnt a lot about business and about myself, and met extraordinary people.

EF 2019

EF alumni community

The screenshot shows the Slack interface for the EF Global Community. The top navigation bar is dark purple with a search bar containing "Rechercher dans EF Global Community" and a "Découvrir les nouveautés" button. The left sidebar lists various channels, with "# introduce-yourself" selected. The main content area shows a post from Valentina Venturi, dated Wednesday, January 8th. The post text reads: "Hello!!! My name is Valentina, I was in LD13. I worked at CERN as mechanical engineer for 7 years, I am getting soon my PhD in cryogenic insulations systems, done at CERN too. I will now continue working on my personal project related to sailing and regattas (which is my passion) so if you are a sailor let me know 😊. I just got the opportunity of being back at CERN in the Knowledge Transfer group now for 6 months helping in organizing the Entrepreneurship Student Program..... BTW if you are interested in getting some CERN technologies into your startup you can benefit of several advantages.... have a look at this : <https://kt.cern/>". Below the text is a link to "kt.cern Knowledge Transfer @ CERN" with a description: "Accelerating Innovation. We aim to maximise the positive global impact of CERN on society. The Knowledge Transfer group at CERN aims to engage with experts in science, technology and industry in order to create opportunities for the transfer of CERN's technology and know-how." The post has 9 reactions and 3 likes. At the bottom, there is a text input field for sending a message to the channel and a rich text editor toolbar.

EF Global Community ▾
● Valentina Venturi, LD13

- # connect-me-to
- # ef-announcements
- # efwomen
- # intercom
- # introduce-yourself
- # jobs-candidates
- # jobs-vacancies
- # ld13-alumni
- # ld13social
- # london13
- # random
- # readinglist
- # tech-and-society

▼ Messages directs +

- ♥ Slackbot
- Valentina Venturi (vous)

06/04/2020

Rechercher dans EF Global Community 🔍

📺 Découvrir les nouveautés ⓘ

#introduce-yourself ☆

👤 1 573 | Introduce yourself to the community 🌱 ⓘ Détails

Mercredi 8 janvier

Valentina Venturi 12 h 41

Hello!!! My name is Valentina, I was in LD13. I worked at CERN as mechanical engineer for 7 years, I am getting soon my PhD in cryogenic insulations systems, done at CERN too. I will now continue working on my personal project related to sailing and regattas (which is my passion) so if you are a sailor let me know 😊. I just got the opportunity of being back at CERN in the Knowledge Transfer group now for 6 months helping in organizing the Entrepreneurship Student Program..... BTW if you are interested in getting some CERN technologies into your startup you can benefit of several advantages.... have a look at this : <https://kt.cern/>

kt.cern
Knowledge Transfer @ CERN
Accelerating Innovation. We aim to maximise the positive global impact of CERN on society. The Knowledge Transfer group at CERN aims to engage with experts in science, technology and industry in order to create opportunities for the transfer of CERN's technology and know-how.

Happy to join the Community!!!

👍 9 ❤️ 3 🗨️

Envoyer un message à #introduce-yourself

⚡ | B I ↺ ↻ 🔗 📄 📌 📎 📁

Aa @ 😊 📎

Thank you!

