

SusChem Bootcamp (14-18/11/16)

Program format:

- Concentrated and interactive lectures followed by in-depth practical exercises to put theory into practice.
- Core topics to be complimented by selected industry experts and mentors and industry-specific cases/examples

Learning objectives:

- An understanding of the SusChem industry and market opportunity for their business idea (day 1)
- An understanding of the university tech transfer commercialization process and support available (days 2 and 4)
- The ability to develop an adaptable business model and go-to-market strategy (days 3 and 5)
- Knowledge and awareness of how to protect the intellectual property (IP) for their business idea (days 2, 3 and 4)
- The skills to communicate their business idea effectively (day 5 and throughout the week)

Schedule:

14/11 – Monday: Turning Science & Technology into Business

Module	Speaker	Description
Ideation	TBD	Idea selection / idea development session (to be determined)
StartUp Venture Fundamentals	Shobhit Dhawan, Investment Manager, AMC Ventures	What are the essential elements for a science-based startup venture?
SusChem Industry overview	Industry Expert (Deloitte)	Industry overview - trends, challenges, opportunities
Industry scoping	Industry expert (TBD)	Research startup potential and market opportunity: (1) Gather market intelligence; (2) Assess market opportunity (size, addressable, trends)
Industry scoping clinic	Shobhit + Darya + Industry experts + MBAs	Present research findings back to the group

15/11 – Tuesday: IP and the university technology transfer process

Module	Speaker	Description
The university technology transfer process	IXA	Ways to spinout technology, equity/share structures, role of UvA Holding
Entrepreneur spinout experience (i)	Peter Drent, CEO – Confocal	UvA entrepreneur to share their experience of the spinout process plus Q&A
Entrepreneur spinout experience (ii)	TBD	
Intellectual property overview	Lilian Hesselink, DMV	Introducing the types of IP and how to protect i.e. patents, copyright, trademark, trade secrets and design
IP clinic and consultation	Industry - IP lawyers	Advisory session with experts on what types of IP the company may possess and how to seek protection

16/11 – Wednesday: Business Model and Value Proposition

Module	Speaker	Description
Business Model Canvas	Bart Sutorious	Introducing the key elements of the business model canvas
Building your business model canvas	Bart Sutorious	Applying and evaluate your business model
Customer development /discovery	Bart Sutorius	Focusing on the value proposition element of the business model canvas
Customer Validation	Shobhit Dhawan	Develop product-market fit hypotheses
Customer Validation Clinic	MBA's	

17/11- Thursday: Funding and go-to-market strategy

Module	Speaker	Description
Overview of private equity funding	Shobhit Dhawan	How angel investment, crowdfunding and venture capital investment works
Proof-of-concept funding	TBD	Guidance on local support, grants etc
Consultation with UvA Holding/IXA	Uva Holding/IXA	Advice session on support available
Go-to-market strategy	TBD (Investor/Corporate)	Build on the business model canvas to develop go-to-market strategy and timeline, conduct online research for go-to-market examples
Go-to-market clinic	Industry experts + MBA's	Stress-test go-to-market strategy with mentors
Funding clinic	IXA	

18/11- Friday: Pitch Day

Module	Speaker	Description
Practice Pitching	ACE Venture Lab Team	Pitch practice and feedback session
Final Pitches to Judging Panel	Startups	Final pitches and Q&A
Judges deliberation	Judges	
Winner announcement and program closing	Head judge, Erik Boer, ACE Venture Lab Team	
- DRINKS AND DINNER -	-	Dinner with judges, mentors and ACE Venture Lab team