

Day 1: Choose between Entrepreneurship version 1.0 or 2.0

Entrepreneurship 1.0: The TNT in entrepreneurship

Why is the right Team, Need and Timing (TNT) more important than an idea when working with an entrepreneurial mindset? Moreover, why is it not always the brightest but the best connected that succeed the most?

At this workshop, you will learn to define a need and communicate about it in a way so it increases the possibility of funding and recruitment of team members and the support of leaders. At the same time, you will learn why a growth mindset can increase acceptancy of failure and thereby resiliency. All in all elements that make you an attractive team-member and coworker - in the world of academia, in the private sector and when starting up your own business.

Programme:

12.45 – 13.00: *Introduction*

13.00 – 14.00: *What is a need and a need statement?*

14.00 – 14.15: *Mixed Methods Research and Mixed Methods Innovation Model*

14.15 – 14.30: *Coffee break and networking*

14.30 – 14.45: *From individual to a team*

14.45 – 15.15: *Failure is an option (Over-confidence)*

15.15 – 16.00: *Recruit with a need-statement*

(16.00 – 16.15: *Break and networking*)

16.15 – 17.45: *Training and feedback – Get out of the building*

Entrepreneurship 2.0: From Research to Business

Most PhD candidates find employment outside the university, but too few convert their technical skills and brilliant ideas to prosperous businesses.

The purpose of this workshop is to give PhD students an impression of what it takes to become an independent technological entrepreneur with a successful business and how your competences can contribute to a successful business.



The workshop takes a kaleidoscopic approach and does not aim to cover its topics in depth but rather introduce important concepts that are worth considering within entrepreneurship.

In practical, you will get a chance to get hands-on-experience with business development and get new perspective on the commercial potential of the research. During the workshop you will have the opportunity to work in teams around your own research ideas or others. The workshop aims to provide greater insight on how research can create more value for society and to provide more awareness of your competences beyond research for future paths in general.

Programme:

12.45 – 13.00: *Introduction*

13.00 – 14.00: *Tools on creating a business (working with the Business Model Canvas)*

14.00 – 14.15: *The important of communication and point of views – exercise*

14.15 – 14.30: *Coffee Break and networking*

14.30 – 14.45: *Team Creation – why different minds are important*

14.45 – 15.00: *How to pitch*

15.00 – 15.30: *Finishing the business plan / pitch*

15.30 – 16.00: *Pitching and Sum Up*

(16.00 – 16.15: *Break and networking*)

16.15 – 17.45: *Training and feedback – Get out!*

Day 2: Breakout session II (12.45-15.00) – both 1.0. and 2.0

Workshop and panel discussion – Scientists with entrepreneurial mindsets

Programme:

12.45 – 14.00: Participant will be presented of videoclips with different short SWOT analyses of being a scientist with entrepreneurial competencies and mindset – these will be done by the panel members. Participants make questions for the panel members on basis of the SWOTs.

14.00 – 14.55: Panel discussion