

University of Innsbruck and Postdocs 2 Innovators present

Enterprise Fair

Tue 12th- Thu 14th March 2019

Welcome to Innsbruck! Over the next days you will participate in the Enterprise Fair Journey – a three days ideation sprint. We start with introducing the notion of “Starting a Business = An Experiment” and the term “Customer Development”, before we collaboratively ignite or creativity and generate and select new ideas of how your research may solve problems and create value. After defining a possible value proposition, we will go through the first steps how to start a business. At the end of the sprint and after inspiring keynotes about entrepreneurship you may pitch your business idea to all participants.

Key Takeaways for Participants:

- Better understand what motivates you and what impact your research has on society, economy and environment.
- Further develop your Entrepreneurial Mindset
- Learn the concepts of Problem-Solution Fit and Customer Development
- Learn the first steps how to start a business
- Learn the team heterogeneity, feedback and different perspective are valuable
- Learn how to convince audiences of the impact and value of your research/ business idea
- Extend your network

Tuesday 12th March

03:00 pm	<i>Registration and Coffee</i>
04:00 pm	Welcome, Introduction to „Enterprise Fair Journey“
05:00 pm	Inspirational Talks – Spin-offs talk about how the transition from Research to Entrepreneurship
06:30 pm	<i>Dinner</i>
09:00 pm	Close

Wednesday 13th March

09:00 am	<i>Registration and Refreshments</i>
09:30 am	Customer Development Part 1 - What is a problem solution fit, a value proposition, and why you should start with why?
10:00 am	Working Time
11:00 am	Customer Development Part 2 – The first steps to start a business using the Business Model (Canvas)
12:00 pm	<i>Lunch</i>
01:00 pm	Free Working Time
02:00 pm	World Café – Get Feedback und Discuss possible Research Cases of your Research
03:30 pm	<i>Coffee Break</i>
04:00 pm	Keynote - TBA
06:00 pm	<i>Dinner</i>
09:00 pm	Close

Thursday 14th March

09:00 am	<i>Registration and Refreshments</i>
09:30 am	Pitching and Evaluation of Business Ideas - IECT Hauser
10:00 am	Free Working Time (Finish Pitch Presentation)
11:30 am	Final Pitches to Judging Panel
12:00 pm	Announcement of Winners, Feedback and Words of Farewell
01:00 pm	<i>Lunch</i>
02:00 pm	Close