



I.E.C.T. Hermann Hauser
International Entrepreneurship-Center Tirol
we produce successful entrepreneurs

Alpbach Summer School on Entrepreneurship 2015

how to turn ideas into reality



Developed and supported by Co-organized by



What is the idea of Alpbach Summer School?

Europe's labour market is undergoing dramatic changes. A wave of technological innovations and a rise in global competition is transforming whole sectors of our economy. Also Europe suffers under a faltering economy. Encouraging and fostering individual entrepreneurship is one answer to creating new employment opportunities in Europe and have positive influence on the economic development. Therefore it is necessary to provide an inspiring and encouraging setting for ambitious people with innovative ideas. The European Forum Alpbach is always at the forefront of empowering young people to take on new challenges and is thus launching the Alpbach Summer School on Entrepreneurship.

Who are the organizers of this programme?

The Alpbach Summer School is jointly organised by the International Entrepreneurship Center Tirol (I.E.C.T.) – Hermann Hauser in cooperation with the Centre for Entrepreneurial Learning at Cambridge Judge Business School, University of Cambridge – and the European Forum Alpbach.

When is it?

Alpbach Summer School on Entrepreneurship 2015 will run from the 19th to the 24th of August 2015. For more detailed information please see the timetable.



Photo: © Luiza Puiu

Who is it for?

The overall aim of the Summer School is to coach **young researchers** on how to **assess the commercial viability** of their research and **develop plans** for new venture creation with global potential. The target group of the Summer School are Ph. D. or Post-Doc students and researchers from the fields of **technology, advanced engineering, science and mathematics**, ideally from equal parts from Tyrol, Austria and Europe in order to ensure follow up mentoring after the Summer School.

What are your benefits?

The Summer School focuses on the development of winning action plans for innovative ideas. The programme comprises keynote and practical teaching sessions, interactive workshops and tailored support through professional coaching and expert clinics. The contributors are experienced trainers, entrepreneurs and innovators who have perfected their methodology of coaching start-ups over more than ten years in the Cambridge Network – one of the world's leading technology clusters.

- Gain the inspiration, motivation and tools required to take the next steps in terms of commercializing ideas and progressing a global business
- Understand the process of taking novel technologies to market
- Determining the best business models and marketing strategy to commercial a new idea
- Have a great week of thinking time to accelerate your ideas, develop key entrepreneurial skills and contacts to exploit new ideas in response to customer needs more effectively
- Meet and experience global mentoring from senior entrepreneurs
- Be a part of a vibrant, like-minded community
- Improve social networking skills and the ability to pitch an idea

How to apply?

Applications have to reach the European Forum Alpbach by **May 8th 2015** and be submitted digitally to the following e-mail: summerschools@alpbach.org and carry the subject heading "Entrepreneurship Summer School Application".

Prepare the following documents:

- Please fill out the request for participation form (pdf)
You will find the request for participation online:
<http://www.alpbach.org/entrepreneurship>
- Approval of your supervisor concerning your IP
- Motivation Statement (1 page) Curriculum Vitae (1 page)
- A short description of your project idea (1 page). Your idea should have the potential of commercialization, please describe this point in your application.
- Optional: Letter of recommendation

19 Aug Opening of Summer School in Alpbach

20 Aug **Global vision and Entrepreneurial ambition**
Matching your goals with that of the business idea;
Testing the readiness of your technology for global market needs, starting to dive deep into assessing how competitive your technology is against rival solutions.
Creativity session to start to define the market/technology fit

21 Aug **Markets and Marketing**
Where are the opportunities for your technology?
How to define the product and opportunity? What do customers need?
Why will they buy? The actual market versus potential markets?
Identify market segments and compelling needs. How to assess the market size and customer needs?
Understanding competing solutions.

22 Aug **Business Models for Commercialisation**
Reviewing the range of business models for commercialisation.
How to determine the best business model for your needs.
Clarifying your value proposition. What is the revenue model and profit formula?
Define the routes to the market and develop intellectual property strategy and basics.

23 Aug **Resources needed for the Ventures**
How to prepare basic financials? How will you finance the early stages of the venture?
Develop a financing strategy.
What kind of team will you need to form?
Advisors, strategic and operational expertise, leadership etc.,
How will you manage the equity split in your venture between the founders and later with investors.

24 Aug **Selling your idea**
How to deliver a compelling "pitch" to attract team members, customers and investors?
Prepare and practise your pitch.

Presentations and Poster sessions

Making presentations to senior entrepreneurs, investors and other invited guests.
Preparing posters to share across the community.
Those judged to be closest to the market with their ideas will have further opportunities indicated on this final day for additional support, programmes and international exposure.

Gala finish



Photo: © Abdul Dube

General information about ...

...the selection criteria

Future entrepreneurs will be recruited on the quality of their application and those shortlisted by a telephone interview. The project will be assessed in terms of innovation, novelty and sustainability. The project idea descriptions will be also measured with the help of the Technology Readiness Level (TRL) 2-4. The NASA TRL defines the stages of technological development of a project. The Technology Readiness Levels 2-4 reassess the research to prove the feasibility of a technology.

... the requirements

The Summer School addresses itself to researchers, who want to commercialize or transfer their high scientific ideas and have experience in the fields of technology, advanced engineering, science or mathematics.
Candidates should possess an ambitious and energetic mindset and be settled in Europe, preferably in German speaking regions. Fluency in English is a must.
Applicants currently in pre-start-up stage/initial stage are in no need of a business plan.

... the fees

The number of participants is limited to **20 outstanding young researchers**.
The overall fees amount to **EUR 3.000,-**. One share of the costs is a scholarship for participants which is provided by the International Entrepreneurship Center Tirol (I.E.C.T.) – Hermann Hauser with the value of **EUR 1.300,-** per Person.
The participants have to cover the rest of the fees amounting to **EUR 1.700,-** at their own expenses or generate further sponsorships from their institutions.
The fees cover participation and accommodation, excluding travel costs or daily allowances.

...the location

The Alpbach Summer School takes place at the European Forum Alpbach.
Address: Europäisches Forum Alpbach, Congress Centrum Alpbach, A-6236 Alpbach 246

Contact

Alpbach Summer School on Entrepreneurship 2015
I.E.C.T. – Hermann Hauser

Magdalena Hauser
mh@iect.at

Alpbach Summer School Partners



In cooperation with Wirtschaftskammer Tirol