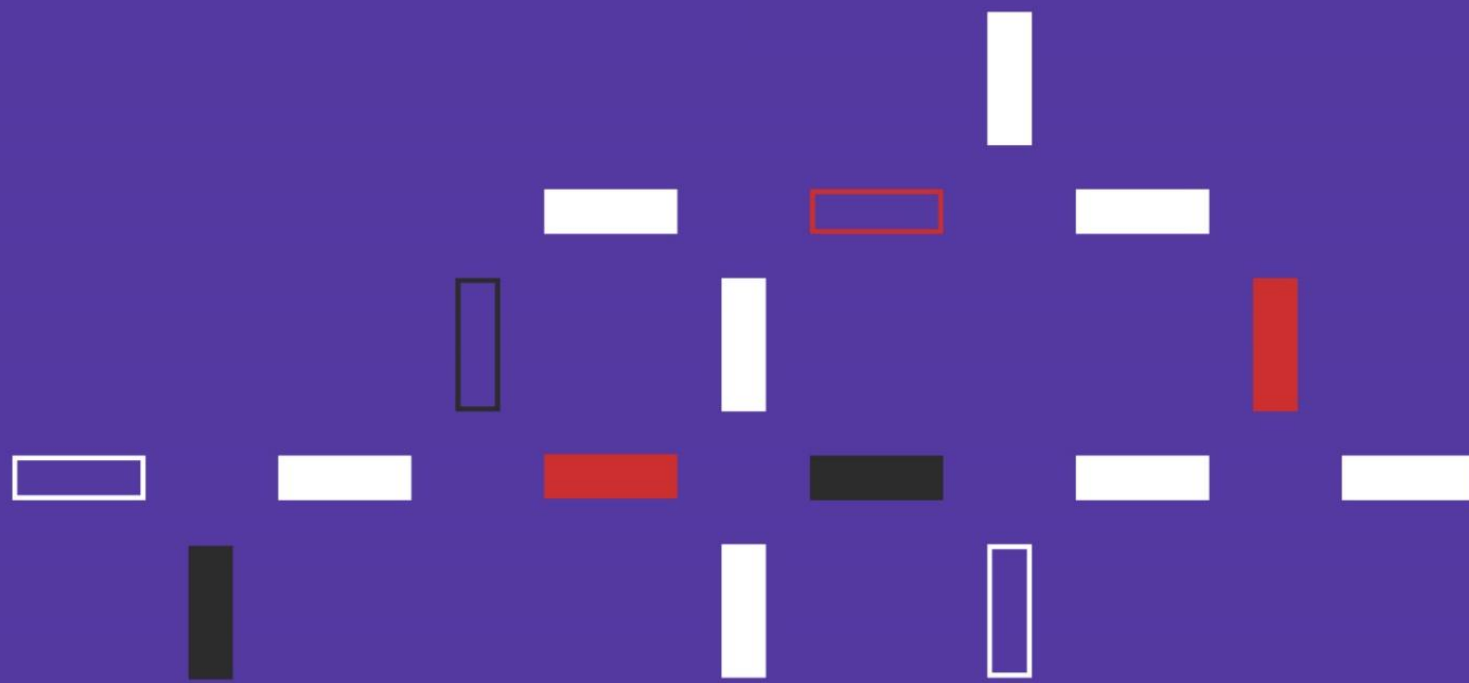




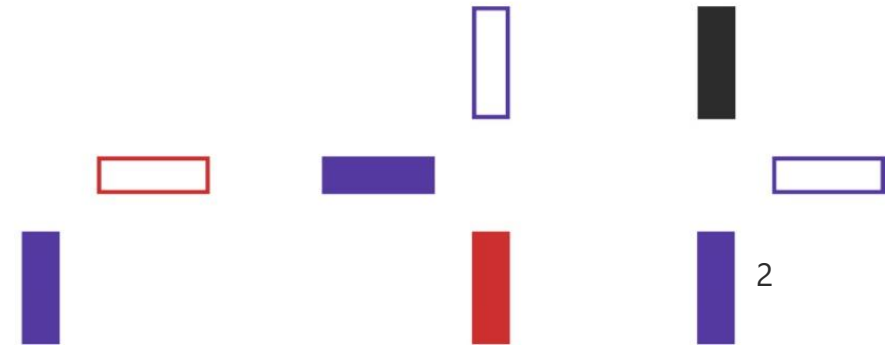
# EIC Tech to Market Entrepreneurship and Venture Building Programme

Programme presentation  
& Service offer





## EIC Tech to Market Entrepreneurship Programme





## A Programme built on two main pillars

The EIC Tech to Market Entrepreneurship Programme's mission is to help deep tech researchers with entrepreneurial aspiration to acquire the critical knowledge for developing **deep-tech based innovations**, accelerate the **science-startup project** and get support for building a **strong Value Proposition** and a **viable Business Model**



### Training Programme

- **Customised** training programme for deep-tech researchers to build entrepreneurial **skills** and stimulate the **transition** from the lab to market
- Specialised support to valorise researchers' results and **boost** innovations to the **market**
- Expert guidance to **change** the understanding of entrepreneurship, transform the **academic vision** and transfer the innovative idea into a **concrete action plan**



### Support Programme

- Validation of business assumptions and ideas through **Design Thinking** methodologies
- Assessment of **early-stage business model market fit** through mentoring, interviews, end-users & stakeholders' involvement
- Enhancement of deep-tech researchers' **readiness to set up new business ventures**



## What does the Entrepreneurship Programme offer?

### Entrepreneurial courses for innovative researchers

#### Innovation Discovery Training

- Two half-days of online collective sessions
- Group pitch coaching for deep-tech scientists on the basics of entrepreneurship and advice on how to pitch your project

6/year

#### Bootcamp for innovative researchers

- Four days of online collective workshops to explore in depth all major components to be mastered by a deep tech founder (value proposition, team, roadmap, pitch)

2/year

#### Pioneer Programme for innovative researchers

- 4-month programme of collective sessions
- Individual coaching to explore in depth deep tech topics, from IP protection, industrialisation, regulatory framework, team management to finance

2/year

### Business Model Development and Validation through Design Thinking

#### Business Idea Validation Bootcamp

- Collective workshops, team coaching and interviews over 3 weeks to design the Business Model based on your initial idea and test it outside the lab

2/year

#### Business Validation Programme

- 8 weeks of intensive online courses, masterclasses, coaching and interviews to focus on your value proposition, your product-market fit and pitching deck

2/year

6 months



## Entrepreneurship Programme metrics summary

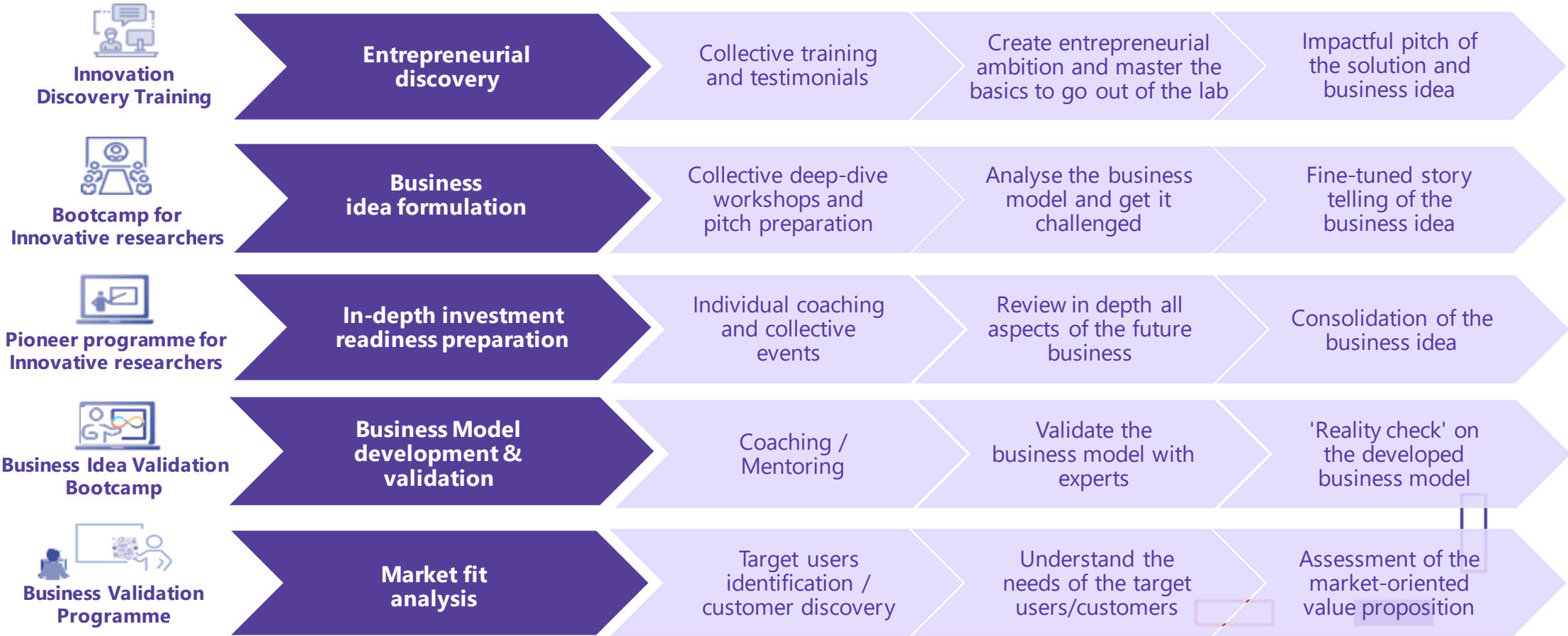
Training Facility	# Participants for each cohort	Duration	Engagement	Participants' ERL (*)	Main outcome	# of sessions per year
Innovation Discovery Training	50 participants	1 day	2-half days	Low	Impactful pitch of the solution and business idea	6
Bootcamp for Innovative researchers	35 participants (in teams of 2)	1 Month	4 days	Low to Medium	Fine-tuned story telling of the business idea	2
Pioneer programme for Innovative researchers	20 teams	4 Months	15 collective sessions (2-3h each) + 15 individual sessions (1h each) + homework on the entrepreneurial project	Medium to High	Tailored support to consolidate the business idea	2
Business Idea validation Bootcamp	From 13 to 16 teams	3 weeks	32h sessions/interviews + 8h homework	Medium	'Reality check' on the developed Business Model	2
Business Validation Programme	From 17 to 25 teams	8 weeks	12h of online sessions + 9h of dedicated coaching + up to 80h of homework	Medium to High	Market-fit value proposition	2

(\*) ERL = Entrepreneurial Readiness Level

# EIC Tech to Market – Entrepreneurship Programme



## Programme key takeaways





## Distinctive features of the Entrepreneurship Programme

Training focused on **multiple entrepreneurship components** (technology build, team development, legal & regulatory issues, IP management and licensing, access to funding and investment)

The Programme builds on **five stand-alone components** that can be attended separately. Advice will come from mentors and coaches to **follow a progressive path** including more components to fully benefit from the Programme according to the level of **maturity** of the business idea

**Pragmatic**, hands-on and **interactive** programme through the **deployment** of appropriate **techniques** (role playing, design thinking methodologies, deep-dive approaches)

Teams are **prospectively** and **iteratively pushed to challenge** their value proposition, the pitch and the business roadmap

**Peer reviews and feedback** through groups discussion, sessions with mentors and coaches, interviews with stakeholders



## What's in it for you participants?



A **focused** training programme integrating key entrepreneurship aspects, with an on-going format through **cohorts** of beneficiaries along a two-year period



Tailored support to **transfer knowledge**, stimulate an **entrepreneurship culture** and a **business-oriented approach** to help participants make a transition from lab to market



Access to **technological** and **sectoral expertise** to address specific needs of participants and receive market insights and feedback from market experts, investors and entrepreneurs to **accelerate** the science-startup project



Expert support to shape a new business idea based on a **validated business model** and close skills gaps while building a **complementary** well-equipped **team**



Opportunity to interact with the **deep tech entrepreneurs** and **EIC Programme Managers**, leading experts in their fields, responsible for developing visions for technological and innovation breakthroughs

Participants







## Which are the pre-requisites for participation?

### Innovation Discovery Training



- Strong interest in understanding entrepreneurship, nurture the business idea and prepare an effective pitch
- A preliminary 10 minutes pitch prepared

### Bootcamp for Innovative researchers



- Strong motivation to work on the entrepreneurial project and shape the business idea
- A preliminary business model idea

### Pioneer programme for Innovative researchers



- Strong motivation to create a startup, nurture the venture development, consolidate the business model and develop an action plan
- Dedicated time to attend an intensive 4-month training programme

### Business Idea Validation Bootcamp



- Strong motivation to shape the Business Idea and check the market readiness
- Dedicated time to attend an intensive 3 weeks training programme

### Business Validation Programme



- Strong motivation to test the Business Model and check its market fit
- Dedicated time to attend an intensive 2-month training programme

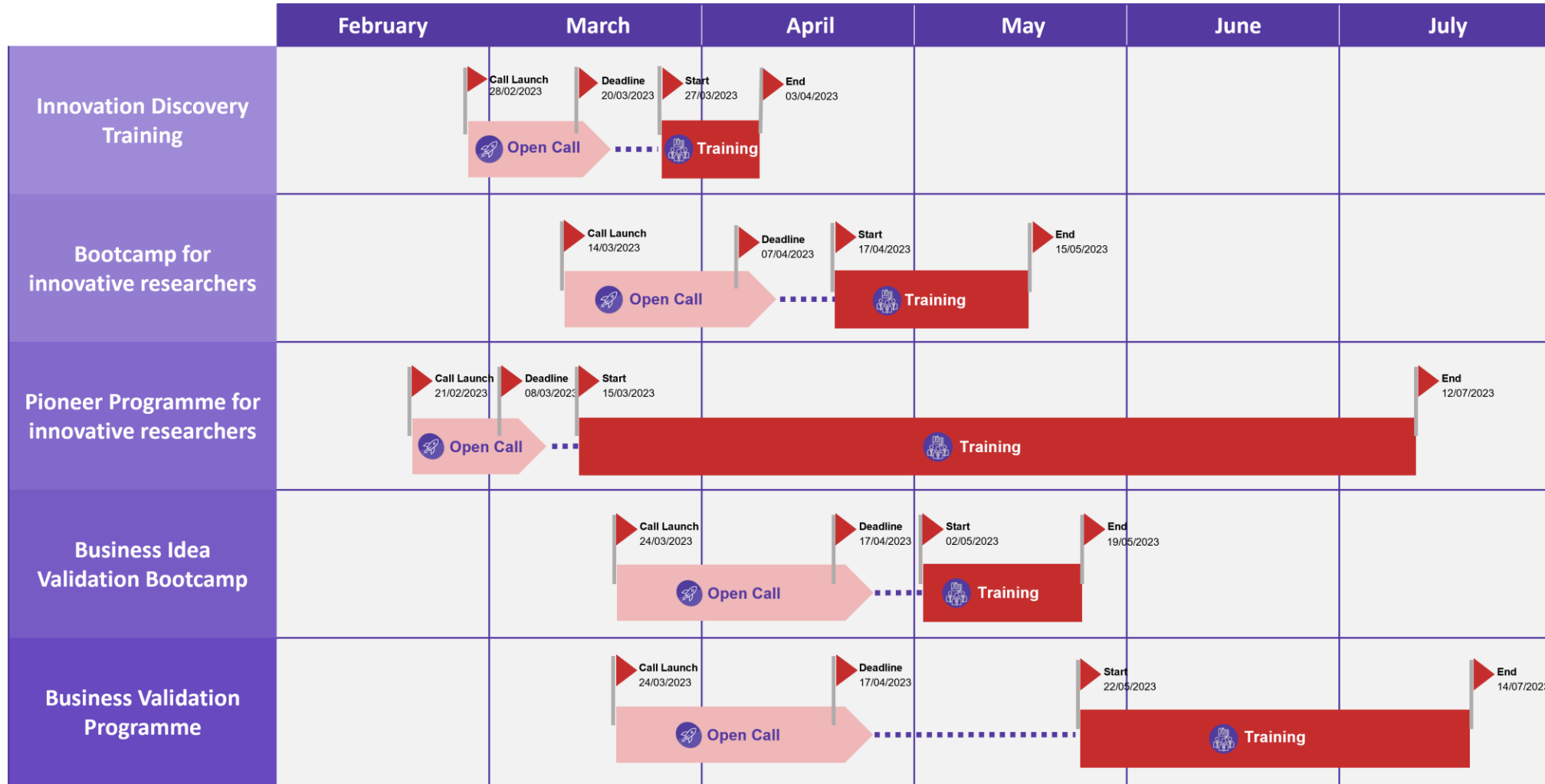
## Pre-requisites



# EIC Tech to Market – Entrepreneurship Programme



## Schedule of the Entrepreneurship Programme – first six months





Find us online



**EIC Tech to Market Entrepreneurship  
& Venture Building Programmes**

@ [EIC Website](#)

Contact us



If you have any questions, please contact us through the  
EIC Community's [contact page](#) by choosing  
*'EIC T2M Entrepreneurship Programme'*

