EIC Tech to Market Entrepreneurship and Venture Building Programme

Programme presentation & Service offer
EIC T2M Entrepreneurship & Venture Building Programme

EIC Tech to Market Entrepreneurship Programme
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

**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)

**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

**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

**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
## Entrepreneurship Programme metrics summary

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

(*) ERL = Entrepreneurial Readiness Level
<table>
<thead>
<tr>
<th>Programme key takeaways</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entrepreneurial discovery</strong></td>
</tr>
<tr>
<td><strong>Business idea formulation</strong></td>
</tr>
<tr>
<td><strong>In-depth investment readiness preparation</strong></td>
</tr>
<tr>
<td><strong>Business Model development &amp; validation</strong></td>
</tr>
<tr>
<td><strong>Market fit analysis</strong></td>
</tr>
</tbody>
</table>
Distinctive features of the Entrepreneurship Programme

**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

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

Training focused on multiple entrepreneurship components (technology build, team development, legal & regulatory issues, IP management and licensing, access to funding and investment)
### What’s in it for you participants?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A <strong>focused</strong> training programme integrating key entrepreneurship aspects, with an on-going format through <strong>cohorts</strong> of beneficiaries along a two-year period</td>
<td>Tailored support to <strong>transfer knowledge</strong>, stimulate an <strong>entrepreneurship culture</strong> and a <strong>business-oriented approach</strong> to help participants make a transition from lab to market</td>
</tr>
<tr>
<td>Access to <strong>technological</strong> and <strong>sectoral expertise</strong> to address specific needs of participants and receive market insights and feedback from market experts, investors and entrepreneurs to <strong>accelerate</strong> the science-startup project</td>
<td>Expert support to shape a new business idea based on a <strong>validated business model</strong> and close skills gaps while building a <strong>complementary well-equipped team</strong></td>
</tr>
<tr>
<td>Opportunity to interact with the <strong>deep tech entrepreneurs</strong> and <strong>EIC Programme Managers</strong>, leading experts in their fields, responsible for developing visions for technological and innovation breakthroughs</td>
<td></td>
</tr>
</tbody>
</table>

**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
EIC Tech to Market – Entrepreneurship Programme

Schedule of the Entrepreneurship Programme – first six months

<table>
<thead>
<tr>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Innovation Discovery Training</strong></td>
<td><strong>Bootcamp for innovative researchers</strong></td>
<td><strong>Pioneer Programme for innovative researchers</strong></td>
<td><strong>Business Idea Validation Bootcamp</strong></td>
<td><strong>Business Validation Programme</strong></td>
<td></td>
</tr>
</tbody>
</table>

- **Open Call**
- **Training**
- **Call Launch**
- **Deadline**
- **Start**
- **End**

- **February 2023**
  - **Open Call**
  - **Training**
- **March 2023**
  - **Call Launch**
  - **Deadline**
  - **Start**
  - **End**
- **April 2023**
  - **Call Launch**
  - **Deadline**
  - **Start**
  - **End**
- **May 2023**
  - **Call Launch**
  - **Deadline**
  - **Start**
  - **End**
- **June 2023**
  - **Call Launch**
  - **Deadline**
  - **Start**
  - **End**
- **July 2023**
  - **Call Launch**
  - **Deadline**
  - **Start**
  - **End**
EIC Tech to Market – Entrepreneurship Programme

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’