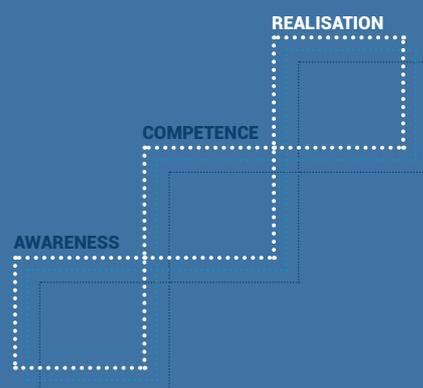


# REALISATION BOOTCAMP ON ENTREPRENEURSHIP

---



## DESCRIPTION

The idea behind the bootcamp is to provide new business perspectives that can improve the innovative quality of the university. The vision is to create groups with diverse backgrounds and mindsets that can challenge and improve research-based cases together and provide new valuable insight and perspectives on the products and commercial potential. The bootcamp is based on on the Business Model Canvas.

The bootcamp also aims to boost knowledge and to provide hands-on experience with business development. The bootcamp is a unique possibility to put expertise and competences to good use – while broadening the knowledge and network of participants.

As a researcher, you can gain more perspectives on your research and more insight into the commercial process. The bootcamp will also provide you with new competences and insight about the value of being part of a start-up, even without being the ideator. You have the potential to contribute valuable visions and knowledge to drive the product further and guide it in a beneficial direction.

If you want to know more about how we have worked with this tool, contact:

Aalborg University: Ulla Egdiussen Egekvist · uege@adm.aau.dk

Mithula Sivasaravanaparan - misi@adm.aau.dk

Gert Spender-Andersen - gsa@adm.aau.dk

Aarhus University: Anne Sofie Dahlmann Breindahl · asb@au.dk

Lund University: Fredrik Edman · fredrik.edman@innovation.lu.se

Oslo Tech & Oslo University: Petter Niklasson Hagen · petter@forskningsparken.no

or contact the Tech Transfer office at your university, if you want to know more in general about entrepreneurship and commercialisation.

Watch a short video about the concept here: <https://bit.ly/2QO5IHA>

Acknowledgements: Aalborg University, AAU Innovation (Project Open Entrepreneurship in collaboration with Science for Society) and the Department of Business and Management.

## HOW TO USE THE EVENT CONCEPT

The purpose of the bootcamp is to boost awareness of entrepreneurship, provide valuable insight into research and to create interdisciplinary teamwork.

The bootcamp can help improve the value of the research cases – thereby ensuring that university research can create more impact on society.

The researchers gain inspiration to develop a more valuable product and improve their innovative mindset. Furthermore, the bootcamp ensure that the researchers can recruit members to their team who are willing to participate in the commercial process.

Other participants can improve their knowledge to entrepreneurship, expand their network and potentially become part of a new start-up.

The aim is to bring together different competences to boost the value of the research. There is no strict protocol on how the bootcamp should be organised, since it depends on the participants and the cases included. The cases are selected based on the participants' needs. The overall purpose is to work in teams to generate new insight on the commercial potential of research-based cases. The cases chosen should preferably be cases that are already in the phase of being commercialised (OE cases) and which can benefit from new perspectives and inspiration to improve this process. In the future, if there is sufficient interest, the bootcamp can also be developed so as to allow researchers to contribute and work on their own ideas and initiate their business cases.

The bootcamp is focused on the business model canvas, since this model provides a good overview of the different aspects involved in starting a business. The organisers should ensure that the instructors have entrepreneurship experience and knowledge about how to build a business case. These instructors could be entrepreneurship teachers, serial entrepreneurs or professionals who work with innovation.

## HOW TO PLAN AN EVENT

### BEFORE THE WORKSHOP:

#### THE FACILITATOR SHOULD

- Identify relevant research cases (Research-based cases that are in the process of being commercialised at the university, without necessarily having a patent or IP).
- Find participants (students, researchers, others) who are interested in the boot camp and in gaining more knowledge
- Book rooms, order food etc.
- Budget: only for food, coffee etc. and if necessary a prize for the winning pitch.
- Find suitable instructors with entrepreneurial mindset and knowledge – and develop a programme with them (There should be more than one teacher at all times – depending on the number of groups)
- If desired, invite industry professionals to participate in the pitching section – to get more insight into the ongoing research at the university.
- If possible – arrange for ECTS points for participation
- The researchers providing the cases should prepare a short presentation of their idea/technology (5 min). They should focus on their product/idea and not go into much detail about the commercial potential – as this is the focus of the bootcamp. The researchers should aim to get new perspectives on the value of their product, and not guide the participants in any direction beforehand
- The other participants should not prepare anything
- The teachers should bring/print the Business Model Canvas, prepare short inspirational talks (this could be talks that explain how to define the value of the product, disruption of the current market etc.), prepare exercises (depending on what the focus is – this could be on communication, teamwork, sales etc.)

## HOW TO PLAN AN EVENT

### DURING THE WORKSHOP: DESIGN, ELEMENTS AND TIMING

This is an example of how the bootcamp can be organised. You might choose to organise it differently depending on the exact focus, the participants and so on.

Time	Theme	How to teach	Materials
30 min	Welcome to the bootcamp	Introduction on the purpose of the bootcamp, and short introduction to the Business Model Canvas	The facilitator prepares: Video describing the Business Model Canvas
30-60 min	Pitching of possible research cases	The researchers should pitch the idea (approximately 5 minutes) and after that take questions (5 min) if there are any. The overall time depends on the number of cases and participants	The researchers prepare: Pitch of idea/technology
30 min	Choice of case and teaming up	The participants choose the research case they want to work with (4-5 people on each case - including the researcher). The organisers should aim to create a teams for each case. However, if some cases that are not chosen, researchers are recommended to join another team, since they can always get something out of it. Alternatively, if they prefer to work on their own case by themselves, this is also an option	Facilitator: Write each case on the black-board, people write their name underneath. The teacher will make suitable sized teams.
2 hours	Working with BMC in the chosen groups	Go around in the groups and initiate the work. They will work with the business model canvas. Start for instance with value proposition	Facilitator: Use your own knowledge to guide the groups in the right direction.
30-60 min	Lunch and networking		
30 min	Inspirational talk	The topic depends on how far along the participants are – it should fit into the plan. It can be about market analysis, values etc.	Facilitator: The idea of the inspirational talks are to get the teams on the right track, in case they are stucked or need to change pace.
2-3 hours	Working with BMC in the chosen groups	Continue the group work	Facilitator: Include small tips – when needed
30 min	Status and what to do tomorrow	Get an overview of the teams' progress – and anything they may be struggling with	

## HOW TO PLAN AN EVENT

15 min	Good morning and today's agenda		
30-45 min	Communication exercise	Exercise on communication or the important of teamwork. It does not matter what kind of exercise as long as it focuses on these aspects	Facilitator: Prepare an exercise – and highlight the importance of communication
3 hours	Finalizing the business model + starting the pitch	Continue teamwork – focus on the pitch	Facilitator: Guide them towards the most relevant focus on the pitch
30-60 min	Lunch and networking		
30 min	Presentation: How to pitch	Presentation of "how to pitch"	Facilitator: Prepare pitch presentation or invite a suitable speaker
60-90 min	Prepare pitch	Teamwork on pitch – finalising the pitch	
60 min-90 min	Pitch section	Each team pitches their business case (5-10 min each) Get feedback on the pitch	If desirable there can be a prize for best pitch
30 min	Wrap-up		

### DIDACTIC SUGGESTIONS

The role of the instructor/business developers is to help the groups when they get stuck, to guide them into the right direction and to make sure that they all get involved.

### AFTER THE WORKSHOP

After the bootcamp the facilitator needs:

- To perform evaluations aimed at improving the next bootcamps
- Update the participant list for future events
- Recruit potential members of teams
- Marketing the event and visualising the outcome of the event