Startup basics for scientists

Topic area:	Career development
Format:	Online or in-house workshop
Workload:	4 webinars of 2-2.5 h each = 2 workshop days
Trainer:	David Giltner
Target group:	Scientists who want to explore the possibility to join or found a startup

Have you ever thought about working for a startup? Or maybe you even want to go one step further: your research has some promising applications and you've actually thought about starting your own company? The world of startups is very exciting, but it requires skills and knowledge that aren't as critical when working for an established company. In a startup there is much less structure to guide you and you may have to cover many different roles with little support. This workshop will give you an introduction to the world of the startup tech company. You will learn to decide if you and the start-up world are a good fit. You will learn how a brand new product is brought to market, and which critical skills and tools you need for being successful.

Workshop Contents

Introduction - What is a startup really about?	Technology commercialisation and product development
- What is it like to work for a startup?	- What is a product? The 5 critical elements
- Startups vs established companies	- Your Product (What), Features (How) and Value Proposition (Why)
- Why do startups fail? Selling something no one will buy	- Product development systems (Product manager, Product Development Process, de-sign review, Minimum Viable Product)
- Can a scientist be a good entrepreneur?	

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Your pitch – selling your idea	Productivity in the startup environment
- Goals of your pitch. Who is your audience? - Your pitch deck - Pitching effectively	**- Understanding the private sector** **- A scientist's role in a startup** **- Critical skills for the startup environment**

Course flow online

Day 1	Day 2	Day 3	Day 4
Live webinar: - kick off - Intro to the startup world - Your product	Live webinar: -5 Elements of a product - Industry vs Academia	Live webinar: - Product development systems and tools - Pitching your idea	Live webinar: - Productivity in a startup - The Minimum Viable Product
Individual feedback sessions with the instructor (30 minutes/ person)			
Individual course work offline: Sketch your product	Individual course work: Habits worksheet	Individual and group course work: 1-minute pitch	Individual and group course work: ROI worksheet

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