

Application Form / Workshop Description



Session Title:

Entrepreneurship Workshop

Time of workshop:

2 hour coaching session on Monday 5th March morning (closed session, only for Entrepreneurs Teams) plus 1'5 hour presentation and judging open session in the afternoon (plus award at dinner)

Organiser(s):

Jon Agirre Ibarbia, Tecnalía, jon.agirre@tecnalia.com
Thilo Zimmerman, GPS, zimmermann@gps-stuttgart.de
Geoff Pegman, R U Robots, geoff.pegman@rurobots.co.uk

Motivation and objective:

The objective of the workshop is to encourage the wider of acceptance of entrepreneurship in your robotics researchers by providing Entrepreneurial coaching to several teams who themselves have ideas for developing robotics products or services.

Approach:

The first coaching session, which is closed and only the selected Entrepreneurs Teams will participate, will go through the basis of a business case and prompt the teams to develop their ideas and methods of concise explanation. Each team will give a short presentation of their product or service and will then be questioned by entrepreneurs or potential investors. They will have to make the case for investment of a particular amount of money and say how much stake in the Company they are prepared to trade. The winning team will be the one with the most convincing case for receiving the investment they are looking for.

Agenda of the workshop:

The Coaching sessions will cover the normal aspects of making a business case (including the USP of the product or service, the market, the competitors, the team and the financials) with the last part being about making convincing presentations. Each team will be provided with one dedicated coach (or the coaches may rotate but there will always be one coach per team). The number of teams will be restricted to a maximum of 6. The presentation session will see each team presenting for 5-10 minutes before being questioned by the panel.

Coaches:

- **Renaud Champion**, founder of PRIMNEXT, specialized in the sourcing and valuation of robotics companies and also co-founder and partner of the first venture capital fund fully dedicated to service robotics in Europe, ROBOLUTION Capital.
- **Nicola Tomatis**, CEO of BlueBotics SA and Executive Board member of EUROP.
- **Rune Larsen**, Head of Business Development at the Danish Technological Institute, Centre for Robot Technology.
- **Jose Luis Elejalde**, Tecnalía Ventures.
- **Lennart Karlsson**, Robotdalen.
- **David Bisset**, iTechnicLtd.

How can participants contribute to, and prepare for, the workshop?

The participants are expected to have already developed an idea for a product or service and done some background work in researching the marketplace in which it could be exploited. Entries are expected to be small teams but, exceptionally, could be individuals.

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Interested participants must submit an application with the following format by February 24th to the following email address : jon.agirre@tecnalia.com

Entrepreneurship Workshop at ERF2012 – Application Form
Contact details : First name : Surname : Job title : Company/ affiliation : Address : Postal Code : City : Country : Email :
Abstract text of your idea (aprox. 2500 characters) : <ul style="list-style-type: none">• Which problem are you addressing with your idea? (the market for your solution)• Why that problem is important? (size of the market)• Which is your solution? How does it work? How does it solves the problem?• Which are the existing solutions? (the competence) and how do you compare them to your solution? (comparison / benchmarking with the competence)• At which level of development is your technology? Which are the next steps? Which could be the cost (time and €) to fulfil those steps?

The number of teams will be restricted to a maximum of 6. If we receive more applications, the organiser team supported by some coaches will select the more mature ideas and teams for their participation at the workshop.

In order to address the **confidentiality issues** the workshop will adopt the following guidelines :

1. *The first session will not be open but the other teams will be in the same room.*
2. *The second session will be open to registered attendees of the European Robotics Forum*
3. *It is suggested that presentations be kept to information you are happy to be in the public domain*
4. *If there is any information that you feel is essential to your presentation but you do not want to be fully public then this can be discussed with the judging panel during the first session.*

Further information:

In order to promote the participation of teams from different European countries, the teams could request to receive the reimbursement of the flight tickets, a maximum of two persons per team)

Planned follow-up:

A certificate and a small gift will be awarded to the winning team. There will also be a press release prepared about the event, the winning team and their proposed product / service.