

# Photonics4All

Discover the Power of Light



**Entrepreneurial boot camp:**

10 – 11 September 2015

Vienna University of Economics and Business

Are you a postgraduate student studying photonics with an idea for a new business?

Are you a photonics start-up company?

# This is for you:

- » You will push your self-confidence and self-belief so that you begin to apply entrepreneurial skills and knowledge to create new ventures!
- » You will gain the motivation and focus to build a successful business and create opportunities for yourself!
- » You will be working in teams, interacting with likeminded people who will provide simulating business tasks to work on real ideas in creative and relevant ways.
- » **Costs:**  
Costs for the Boot Camp are covered by the European Project Photonics4All. Some funding for the accommodation will be available as well.
- » **Interested?**  
Invited are participants from all over Europe. For your application send your CV and a letter outlining your interest in the bootcamp to: Ulrich Trog, Photonics Austria, office@photonics-austria.at

# Agenda

»» Day 1 (9am-7.30pm): Entrepreneurship & Innovation Principles

**During this workshop participants will learn:**

- » what does it mean to start a company
- » typical patterns of entrepreneurial processes
- » what a business opportunity is, how to systematically identify and evaluate them
- » how to develop and enrich a business opportunity via a structured process
- » how to improve the ability to understand who your customers are, what they want, and what they will pay for
- » how to position a product/service in the market in a more targeted way

**Day 1 will close with a Founders Talk:**

startup founders will share their entrepreneurial stories and experiences with the group.

# Agenda

»» Day 2 (9am-3pm): Business Model Design

**During this workshop the participants will learn:**

- » what the components of a successful business model are
- » what different kinds of business models exist
- » how to iteratively develop and enrich a business model
- » how to evaluate a company's potential prospects, strengths, weaknesses and risk factors

**Instructor:**

Dr. Rudolf Dömötör, Vienna University of Economics and Business (Entrepreneurship Center Network)

Both workshop days are designed very interactively.  
Participants will have the opportunity to work on their own ideas/technologies.