



# INVITATION

## PhD COURSE

### ACADEMIC YEAR 2009-2010

## From Research to Business

### Business Opportunities, Entrepreneurship, and Intrapreneurship

From research to business is not always an obvious path. The rationales behind successful research and successful commercialization are different. The value proposition, the stakeholders, and the type of resources are also different. More research could and ought to be turned into entrepreneurial endeavors.

*What's in it for you?* At the end of the course we promise that you will have much more knowledge and experience in how to identify and assess the possibilities in commercializing your research. In the end of the course you will have a business plan and a plan of action for how – if you want – to execute on your own idea. You will have the beginning of a team to work with and several outstanding contacts that can be turned into future investors, partners, or maybe most important, your first customers.

If you are prepared to devote time and energy to an intensive and challenging course, please ask your advisor to nominate you and follow the procedures described in this document.

**THIS IS AN OPPORTUNITY YOU DO NOT WANT TO MISS!**

**In 2008/2009 PhD Students from all over Sweden participated in this course. What they think and more information about the course can be found at: [www.esbri.se/R2B.asp](http://www.esbri.se/R2B.asp)**

## Course description

The course is based on the principle of applied and problem-based learning, i.e., do, try, and be active. The course environment will be full of opportunities for identifying business opportunities, of understanding the challenges of being an entrepreneur in a small start-up or an intrapreneur in an incumbent. Meeting interesting people that potentially can become mentors, partners or investors is an integral part of the course. The course consists of three parallel activities:

### 1. Workshops

The aim with the workshops is to allow you to – in a risk-free environment – explore, identify, and assess already proven business-opportunities, to explore potential business opportunities related to your own research, and to turn your idea(s) into business plans. You will do this by:

1. Getting a tool-box for exploring business-opportunities.
2. Working with academic cases from for instance Harvard, Stanford, and London Business School where business ideas are presented and analyzed.
3. Meeting entrepreneurs who have turned research into business.
4. Meeting representatives from the support structure around universities in Sweden and from large companies in Sweden.
5. Discussing participants' potential business opportunities.
6. Reflecting on yourself as potential entrepreneur, as a team member in an entrepreneurial endeavor, and on your personal network.

The five (5) workshops will cover the following topics:

- Introduction to commercialization,
- Tools to identify and assess business opportunities.
- Tools on how to find out if an idea has a commercial potential.
- What are the prerequisites to realize ideas? The tools you need and how to combine them will be covered.
- Knowledge about raising capital and the importance of different sorts of capital.
- The importance of IP/IPR. Both in practice and as a strategy.
- The role of networks in the commercialization processes.
- How to do business? The practicalities of starting a business.
- What competences are needed to form teams?
- Tools for selling, building customer systems and business systems.
- Tools for negotiation techniques.

At the final workshop all participants will present their business case (business plan) and receive feedback from experienced financiers, business advisors and entrepreneurs.

## **2. An online resource-center**

The aim with the resource-center is to introduce members of supporting organizations to the students. A portal will be created with links to organizations, a discussion forum where students can share experiences, contact-information, etc.

## **3. Local entrepreneurial milieus**

The aim is to allow for you to – after approximately 6 months – apply to be involved in a supporting organization. You and (your team) will be matched with a supporting organization in your local environment, e.g., an incubator, a science-park, a venture-capital firm, a business angel. A supervisor from the assigned organization will be mentoring you.

## **Schedule for the Course** (with reservation for changes)

The course will start late September/early October with the first workshop (1-2 days). This will be followed by three workshops spread out during the year: one 4 day workshop, one 3 day workshop and one 2 day workshop. The final workshop (2 days) will be organized in late August 2010.

## **Commitment for the course**

You are expected to invest no less than **400 hours** in the course. The time will be spent:  
In the workshops: approximately **150 hours** (13 days)  
Between the workshops: approximately **256 hours** during 11 months,  
i.e., **4 days/month** on average

You should only accept a nomination if you think you can assign this amount of time. Anyone who commits to the course but don't follow through and devote this amount of time will be asked to leave the course.

## **Examination**

15 graduate credits (ECTS) will be awarded upon the completion of the course. The following is required for completion:

1. Active participation throughout the course. Workshops are compulsory.
2. Completion of business plan with a team of participants or as individual.
3. Presentation of the business concept/case for a feedback panel.
4. An individual reflection paper.

## **Cost**

Participants are expected to pay travel to the workshops, course material and food and lodging. The estimated cost for food and lodging for all workshops: 17.000 sek (ex VAT). This is the tentative cost. It could be lower after we have finalized negotiations with a conference place.

## **Contacts**

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## **Application and selection**

PhD-students applying for this course have to be nominated by their supervisor. The process for being admitted to the course:

### **A. Application Process**

The deadline for applying to the course is August 6th. The application consists of two parts that is submitted electronically.

1. A letter of recommendation from the supervisor for the PhD student that includes the answers to the questions specified in appendix A.
2. The PhD student has to apply on-line and answer the questions specified in appendix B.

The PhD student has to send an email to: [applyR2B@esbri.se](mailto:applyR2B@esbri.se) In return the student will receive the login information.

The signed recommendation letter should be scanned so it can be uploaded when the PhD student makes the on-line application. The original should also be mailed.

### **B. Selection Process**

A jury consisting of three prominent people will select the - no more than - 20 PhD-students who will be admitted to the course. The jury members are:

**Anders Flodström**, University Chancellor and Director General,  
Swedish National Agency for Higher Education, Sweden.

**Kimberlie Cerrone**, Angel investor and board member,  
San Fransisco Bay Area, USA.

**Tom Kosnik**, Professor,  
Stanford University, USA.

### **C. Admission**

All students who have been nominated for the course will be informed by no later than August 30 about the jury's decision.

### **D. Deadlines**

**August 6, 2009**      Deadline for nominating  
**August 30, 2009**      Notification of acceptance

## **Appendix A**

### **Supervisor**

Questions to be answered by the Supervisor

1. How has the nominee shown interest in commercializing his/her research during your collaboration?
2. Do you think that there is the commercial potential in the nominee's research?
3. Are you or would you like to be involved in the student's work with commercializing the groups/his/her idea?
4. Is the PhD-student involved in research or other activities (for instance business verification/commercialization) that has funding from VINNOVA?
5. Does the student have time to invest in the course (please see the course-description for the time-commitments)?
6. If the student is accepted into the course: will you allow the student to take the course for credits?
7. Anything else you would like to add.

## **Appendix B**

### **Nominee (PhD Student)**

Questions to be answered by the Nominee

1. Why do you think that your research would be of commercial interest?
2. Have you or your research group already pursued the idea of commercializing the idea? If so, how?
3. Do you have time to invest in the course (see the course-description for more information regarding time-commitments)
4. Do you have any experiences that you would regard as entrepreneurial (doesn't have to be a successful for-profit start-up!!)? Describe.
5. Would you describe yourself as being entrepreneurial (you can define entrepreneurial in whatever way you want)? Elaborate.