



CERN ENTREPRENEURSHIP DAY

GET STARTED IN A ONE-DAY INTENSIVE WORKSHOP FOR MSC, PHD AND POST-DOCS

Do you believe that your research can be transformed into a business, but you don't know where to start? Or are you curious about entrepreneurship, but you haven't thought of a business concept yet?

CERN Entrepreneurship Day allows you to explore the opportunities to start your own business in an intense one-day program. The workshop is a combination of lectures and working sessions covering the essential components of entrepreneurship. Participants are encouraged to take up an assignment in small groups or individually. The assignment will consist of working on a business case, which is based on an opportunity / innovation from own research (product, service, process etc.) or one of the available CERN technologies.

PROGRAM FORMAT

One day of interactive lectures followed by hands-on exercises teaching you how to put theory into practice. The program will challenge you to come up with your own startup idea, develop a business case and pitch it to the expert jury panel.

ONLY FOR MSC, PHDS AND POST-DOCS

For MSc, PhDs, postdocs in the field of physics who are interested in entrepreneurship and would like to learn the tools and frameworks to determine the commercial viability of their idea or research.

PARTICIPANTS

Maximum 20

APPLY AT MIKROCENTRUM.NL

FACTS

DATE

14 Nov. 2017

LOCATION

NH Conference Centre Koningshof, Veldhoven. The workshop is part of the yearly [Precision Fair](#).

COSTS

fully sponsored

LANGUAGE

English

PRIZE

EUR 500 prize for the best idea

CERTIFICATE

To qualify for the certificate, a participant must attend all lectures and workshops

YOU WILL LEARN

Attending the CERN workshop at the start of the Precision Fair offers you to get:

- Familiar with the transition from science to entrepreneurship in high-tech technology
- Meet business owners that made this transition with 5-15 years of experience
- Development of your initial entrepreneurial idea's
- Introduced to how CERN BIC can help you further in your entrepreneurial spirit with labs, workspaces, investments, technologies, networks and entrepreneurship knowledge.
- Familiar with the technologies CERN has to offer for knowledge transfer

PROGRAM OUTLINE

The workshop will be conducted in a highly interactive way where formal and informal interaction is especially pursued. Q&A time is embedded in the whole program to ensure that participants could clear up any doubts by interacting with invited speakers.

12:00 Participant Registration

- Welcome by CERN Head of Knowledge Transfer, Giovanni Anelli
- Guest company Optics 11: the transition from academia to entrepreneurship, Hans Brouwer (Co-founder)
- Commercializing emerging science technologies: objectives and possibilities offered through CERN
- Opportunity recognition. Participants will be divided in 4 or 5 groups to find next steps in commercializing their idea with the help of CERN-BIC experts and experienced entrepreneurs
- Presentation skills. Participant will be trained in presenting their idea for a wider audience resulting into an Elevator Pitch
- Walking Dinner and Pitch competition

20:00 End of seminar

CERN Entrepreneurship Day is an initiative by [CERN BIC-Nikhef](#) and [Mikrocentrum](#).

QUESTIONS?

Feel free to reach out to the program lead Matthijs Alderliefste (m.t.alderliefste@uva.nl)

IN COLLABORATION WITH

