

ENTREPRENEURSHIP TRAINING PROGRAM

Wroclaw Research Centre EIT+ Sp. Z.o.o.

13-16/6/2011

Objectives:

The Entrepreneurship Training Program is aimed at providing the participants with basic skills and methodologies of identifying and assessing new business opportunities (in particular in the High-Tech space) and starting and managing a new venture.

Workshop Topics:

1. **Business Opportunity Evaluation:** introducing methodologies for assessing innovation and business ideas.
2. **The Business Plan:** how to prepare a successful business plan?
3. **Introduction to Project Management:** what is required to successfully develop a product?
4. **International Business and Legal Aspects:** including, international transactions and intellectual property rights legal and commercial aspects.
5. **Participants' Presentations**¹ (Assignment)

¹Participants (teams of 2-3 persons) will be encouraged to present - based on the methodologies acquired during the workshop - ideas to establish new ventures for evaluation by the lecturer and their classmates. Details will be provided by the lecturer.

Syllabus

Business Opportunity Evaluation

- Introduction to Innovation
- Opportunity Recognition
- Techniques for evaluating Innovation Strategies
- Business Strategies
- Management/Entrepreneurial Team
- Implementation Issues

The Business Plan

- Role of Business Plan
- Business Planning Process
- Business Models
- The Marketing Plan
- The Operating Plan
- The Management Team
- The Executive Summary
- Sources of Finance
- Negotiating Finance Transactions

International Business and Legal Aspects

- Basic Legal Aspects of Intellectual Property Rights (IPR)
- Principles of IPR Commercialization: Technology Transfer and Licensing Transactions