

PhD course:

"Eureka! I have a great idea and now...?" Launching of Gate2Brain Startup.

SYLLABUS

1 Lecturer information

Name and Surname: Dr. Meritxell Teixidó

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Proposed by: Name and Surname (for courses taught by an external lecturer): Prof. Anna M^a Papini

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2 Title of the course:

"Eureka! I have a great idea and now...?" Launching of Gate2Brain Startup.

3 Course program

(150-200 words)

The course will be a journey from idea to a minimal viable product, initial skills of business creation and sharing the experience of the creation of Gate2Brain spin-off.

4 Course content detailed per lesson of two hours (possibly with dates and room real and virtual)

Lesson 1 – Everything Started with an Idea

1.1 The Abstract of My Idea.

1.2 My Idea in 3 min and 3 Slides.

Lesson 2 – Creating a Product that Brings a Solution

2.1 It is a Solution if there is a Problem Behind.

2.2 How is My Product Looking? Value Proposition Concept.

Lesson 3 – Clients and Competitors

3.1 Client and End User are not the same, then Who is my Client?

3.2 Competitors are Good if we have Competitive Advantages.

Lesson 4 – We need a team and funding

4.1 This is a Team's Journey.

4.2 Sources of Funding: ¡Let's Be Creative!

Lesson 5 – First steps towards my Business Plan

5.1 Canvas, the Seed of My Business Plan.

5.2 There is No Gain Without Some Risk.

5.3 The Story of a Name and a Place.

Lesson 6 – My Minimal Viable Product

6.1 Going Out of the Building, the Only Way to Validate My Product.

Final Elevator Pitch: 5 Slides, 5 min and a Name.

Conclusions and Remarks of the Workshop.

5 Suggested reading

Entrepreneurship:

- The great CEO within. Matt Mochary
- Why startups fail. Tom Eisenmann, Ed. Currency

Innovation:

- Innovator's Playbook. Nathan Baird, Ed. Wiley
- Manual Thinking. Luki Huber, Ed. Empresa Activa

Business model:

- Value proposition Design. Alex Osterwalder, Ed. Wiley

Management:

- Managing for Happiness. Jurgen Appelo, Ed. Wiley
- The culture map. Erin Meyer, Ed. PublicAffairs

6 Learning Objectives

In all Stages there will be Theory and Sharing Gate2Brain's Experience and Learning by Applying it to the Student's Own Ideas.

7 Knowledge and Skills to be acquired

Entrepreneurial skills related to innovation and business creation.

8 Prerequisites

You should bring an half-page abstract of your idea and 3 Powerpoint slides to illustrate it. A computer to prepare the Final Elevator Pitch.

9 Teaching Methods

- MODE 1 - Pre-recorded lessons uploaded on the moodle platform (a meeting must be organized with PhD students in order to clarify eventual doubts)

x MODE 2 (preferred) - Lessons delivered in-person and in remote with simultaneous recording by the WEBEX platform

(The lessons must be recorded and available to all the students that cannot take part to the lessons in streaming. The Webex platform must be used. All course content should be uploaded to the Moodle platform on the Chemical Sciences PhD page "Courses and Seminars of the PhD in Chemical Sciences 2022-2023")

10 Further information

Language: English

Confidentiality: Everything and all the ideas shared will be treated confidentially.

11 Type of Assessment

The final evaluations will have to be validated maximum 1 month after the end of the course

Participation in the different exercises, canvas construction and final elevator pitch.

12 Period

9 hours Training + 3 h Preparation and Final Elevator Pitch and Q&A Evaluation, Total of 3 ECTS.