

# Masterclasses: Roadmap to Your Smart Business

**Dates:** February 4, 11, 18, 25

March 4, 11

**Time:** 15:00-17:30

**Venue:** Online via “Zoom”

**Language:** English

An intensive, six-week training program on the creation and development of early stage technology startups. The training is intended for employed, self-employed, also currently unemployed adults, final year master students and university graduates with work or business experience who has a wish to establish and develop its own technology company in the future. The course will cover the main topics relevant to an early stage deep-tech startup

## Topics

### **Startup journey / February 4**

1<sup>st</sup> part: Workshop: Deep-tech startups world, general steps in a commercialization journey, paradigm shift

2<sup>nd</sup> part: Roundtable with experienced deep-tech entrepreneurs: sharing their own stories, discussions with the auditory, Q&A

### **Understanding a technology / February 11**

1<sup>st</sup> part: Technology vs. Product, TRL concept, practical tool, basics of IP and technology transfer to the startup

2<sup>nd</sup> part: Practical workshop - Case study

### **Finding Market Applications / February 18**

1<sup>st</sup> part: Market need discovery, Creativity in application finding: methods and examples, Market Pull vs. Technology Push; Lean Startup principles, customer validation. Business Model Canvas vs. Business plan

2<sup>nd</sup> part: Practical workshop – finding market applications for a technology

### **Team creation and internal relationship / February**

25

1<sup>st</sup> part: Team creation and internal relationship, a workshop - case study

2<sup>nd</sup> part: Roundtable with experienced deep-tech entrepreneurs

### **Funding opportunities, finance for deep-tech startups / March 4**

1<sup>st</sup> part: Finance in deep-tech commercialization journey, investment rounds, cap tables and company structuring

2<sup>nd</sup> part: Finance for startups

### **Pitch session / March 11**

1<sup>st</sup> part: 3-minute pitches by the teams, feedback from the jury

2<sup>nd</sup> part: Wrap up, main conclusions and feedback

The training program is organised by the Investment and Development Agency of Latvia in cooperation with science commercialization platform Commercialization Reactor and Riga Business School. Participants who will participate in all six master classes and take part in the final pitch session will receive a joint certificate from LIAA, Commercialization Reactor and Riga Business School about the acquisition of the program.

The training is implemented within the framework of the European Regional Development Fund projects Innovation Motivation Program and Technology Transfer Program.