

Spin-off Fellowship: Applicants' camp for the 3rd round of applications

Supporting potential fellows' successful submission



Offered by the Knowledge Transfer Centre East (WTZ Ost) in cooperation with
u:star – Programme for self-employment and start-ups for university
graduates and INiTS – University Start-up Service Vienna

Spin-off Fellowship – Applicants’ camp

The Spin-off Fellowship Programme is a great opportunity to initiate and develop academic start-ups and to exploit their commercial usability successfully – the aim is to make the most use of this opportunity.

With the Applicants’ camp in November and December 2018, the **WTZ Ost** together with the **u:start** – Programme for self-employment and start-ups and **INiTS** - University Start-up Service offer applicants to the Spin-off Fellowship Programme the possibility to receive support for successfully submitting their projects.

During **four workshop days** potential fellows will have the chance to work on multiple topics relevant to the fellowship application with regard to their start-up projects, and they will receive feedback from instructors and peers.

The four workshop days take place within a defined period of time, allowing the applicants or the teams to implement the information gathered in the workshops into their applications and to work on and prepare tasks between these dates relating to the questions covered during the workshops.

Applicants’ camp – Fact Box

- The **programme** of the workshops is based on **the criteria for the assessment of the grant application** to the Spin-off Fellowship
 - Quality of the project
 - Aptitude of the applicants or project participants
 - Potential or benefit and implementation
 - Project’s relevance to the tender
- **Target group:** open to applicants of the 3rd submission stage of all submitting institutions (maximum number of participants: 20)
- **Costs:** Free of charge for applicants to the Spin-off Fellowship Programme
- **Registration:** Coordination office WTZ Ost
Mag. Sophie Schober, Phone: +43 (0)1 40160 25207,
sophie.schober@meduniwien.ac.at
- **Instructors:** Experienced instructors with start-up experience in the academic environment

Schedule & Programme

Workshop Day 1: THU, 22 November 2018, 9 am to 5 pm

Instructor: Tobias Göllner/Shiftyard (<http://www.shiftyard.io>)

Think like an Entrepreneur! The entrepreneurial mindset

What is a business model and how do I develop my own model?

What elements does my project require in order to turn into a business model?

What qualities define an entrepreneur? Am I an entrepreneur? How do I become an entrepreneur?

Location:

Campus of the University of Vienna, Spitalgasse 2-4, 1090 Vienna

Campus Lounge of the Post Graduate Centre, Area 1.13.3

Workshop Day 2: FRI, 23 November 2018, 10 am to 5 pm

Instructor: Birgit Baumann zSPM / BusinessMind (www.businessmind.at)

Highly interactive project management training: K.I.S.S. Your Fellowship Project!

This one-day intensive training forms the basis of your Fellowship project and helps you identify the essential framework (distinction, context, planning of resources and scheduling) for making your submission and later implementation a success, according to the motto: "As you sow, so shall you reap"

Location:

University Dental Clinic Vienna

1090 Vienna, Sensengasse 2a, ground floor, seminar room A2

Workshop Day 3: MON, 10 December 2018, 9 am to 5 pm

Instructor: Tobias Göllner/Shiftyard

Value proposition design - Which benefit is appropriate for which target group?

How does my target group "work"? How do I build empathy towards and develop a solid understanding of the needs and demands of my future customers and stakeholders?

How do I verify my assumptions of the target group?

How do I create and phrase a value proposition that is appropriate for the target group?

How do I position myself and my offer on the market and possibly in the competition?

Location:

Campus of the University of Vienna, Spitalgasse 2-4, 1090 Vienna

Alte Kapelle ("Old Chapel"), access via passage between courtyard 1 and courtyard 2, first floor

Workshop Day 4: TUE, 11 December 2018, 9 am to 5 pm

9 am to 1 pm Instructor: Markus Pietzka/INiTS (www.inits.at)

In-depth business model workshop: Testing the implementation potential in real life

The aim of this one-day workshop is to present the implementation potential of the individual projects in a realistic and convincing way, and it is based on the business model which the candidates will develop on day 3 of the applicants' camp. The applicants are supported by consultants who possess the necessary industry focus in performing a reality check to test the customer value for the individual customer segments, and an approach for illustrating the market potential is developed.

Location: INiTS University Start-up Service

Maria Jacobi Gasse 1, Media Quarter Marx 3.2, first floor

Organiser:

Knowledge Transfer Centre East (WTZ Ost) (www.wtz-ost.at) in cooperation with
u:start - Programme for self-employment and start-ups for university graduates (www.ustart.at)
and **INiTS University Start-up Service Vienna** (www.inits.at)

Contact

Mag. Sophie Schober
Phone +43 (0)1 40160 25207
sophie.schober@meduniwien.ac.at
Coordination office WTZ Ost