

Program

Residential school on entrepreneurship

How to start a start-up?

**JUNE 10-13
2025**

Tuesday June 10, 2025

Evening | Arrival and setting up
Meet the team: poster presentation and dinner

Wednesday June 11, 2025

Morning | Ice-breaking
What is a start-up: myths vs. reality
Key stages in starting a business
25 years of experience: classic traps and tips to success

Afternoon | Entrepreneur testimony: early-stage start-up (TBA)
Debrief
Workshop: project presentations

Evening | Dinner with entrepreneurs (TBA)

Thursday June 12, 2025

Morning | Techno push vs market pull
Concepts: application areas, need intensity, creating value for the customer
Market: segmentation, dynamics, quantification, competitive positioning, persona, use cases
Go-to-market
Discussion with an intellectual property expert (TBA)

Afternoon | Entrepreneur testimony: advanced-stage start-up(TBA)
Debrief
Workshop: upgrade your project presentation

Evening | Dinner with entrepreneurs (TBA)

Friday June 13, 2025

Morning | Build a financial projection and link it to the market penetration strategy
Funding strategies
Founding team - classic pitfalls and best practices

Afternoon | Testimony: investment fund - criteria for investing in a scientific start-up (TBA)
Debrief
What's next?