



FET Briefing

WP3 Research Communication and Business Training

Business Training Concept for FET Researchers

D3.2





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1. INTRODUCTION

The main goal of Business Training as part of the BRIEFING project is to train FET researchers with an entrepreneurial orientation to get an introduction into entrepreneurial know-how. This includes making them accustomed to business technology and especially the terminology used in the start-up world. The methodology used for the training is the venture development system, a holistic approach for business planning. Furthermore, through Webinars and in individual coaching sessions, individual needs can be addressed helping the researchers in thoroughly analysing their innovation project from an outside perspective and also estimating the possibility to grow their technology into a venture. If desired, advice will be given on the possibility how to build a business model to attract funds for the further development of the respective project.

2. TRAINING FORMATS IN USE

2.1 Webinars & Online business trainings

A list of selected webinars will be provided on the BRIEFING online platform where the FET Researchers will have access (see screenshots below). Here 10 webinars will be selected for the FET researchers to be watched in a specific order. The participants will have 3 weeks to watch each of the respective webinars. Afterwards, in fixed appointments of one hour Skype sessions, participants will have the chance to directly ask questions to business coaches specialized in this field.

This training program will last for 10 months starting in May 2019 with fixed online meetings once a month. The online courses are accompanied by interactive group discussions. The main purpose of the online discussion is to clarify the content of the webinars. Discussions are going to be held via Skype. Participants can access the online meetings either as guests or with an existing Skype Business company accounts. Sessions will consist of two major parts:

- A summary of webinar contents
- Q&A session with the business coach.

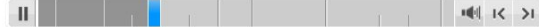
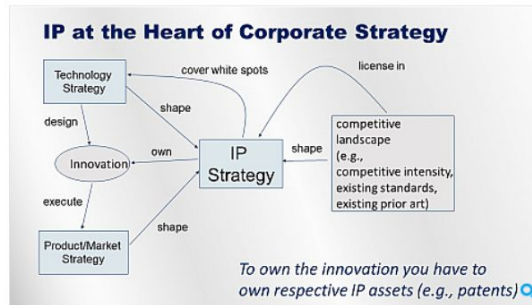
Participants are able to add questions concerning the respective webinars to a specific Google Form until one day before the Online Discussion. Ad-hoc questions coming up during the session can be posted into the comments field and answered directly by the present coaches



Intellectual Property - Peter Bittner

The DNA of Innovative Firms

1 2 3



05:33 / 20:23



Webinar: Intellectual Property

2.2 Need assessment

In parallel to the webinars, FET researchers can ask for individual one hour skype calls in order to detect the specific business support needs of the researcher. Here it will be discussed which fields of topics are especially interesting and where the researcher wants to expand his knowledge in and where the BRIEFING business coaches can support him / her.

2.3 Coaching

Based on the individual need assessment and the prepared coaching plan, individual coaching slots will be offered to researchers who are seriously thinking of creating their own venture. The basis of the coaching will be the Venture Development model. Entrepreneurial teams often find it difficult to agree on a standardized terminology for describing their business proposition. Concepts such as business model, revenue model, business plan and business idea are seldom addressed wholly in the literature and practice, and the various terms used therein are often very unspecific.

For this reasons the Venture Development model helps teams to check if all relevant aspects for a holistic business plan is given. The individual components should be carefully examined and set out in writing. At the end of the day, the model is a means of drafting a business plan according to a logical concept. In doing so, the model demonstrates how resources available from a lower production level in a company can be combined in such a manner that, from the customer's subjective perspective, this new combination of services is better at meeting a specific requirement than alternative solutions provided by competitors. This methodology is known as innovative value creation. The business plan methodology is illustrated on the enclosed figure.

All teams will be given a handbook containing the Venture Development model to give the researchers further insight on building up a business plan. Here individual business plan theme cards with explanations, suggestions



and notes convey the knowledge required for the respective components of the new venture development activities.

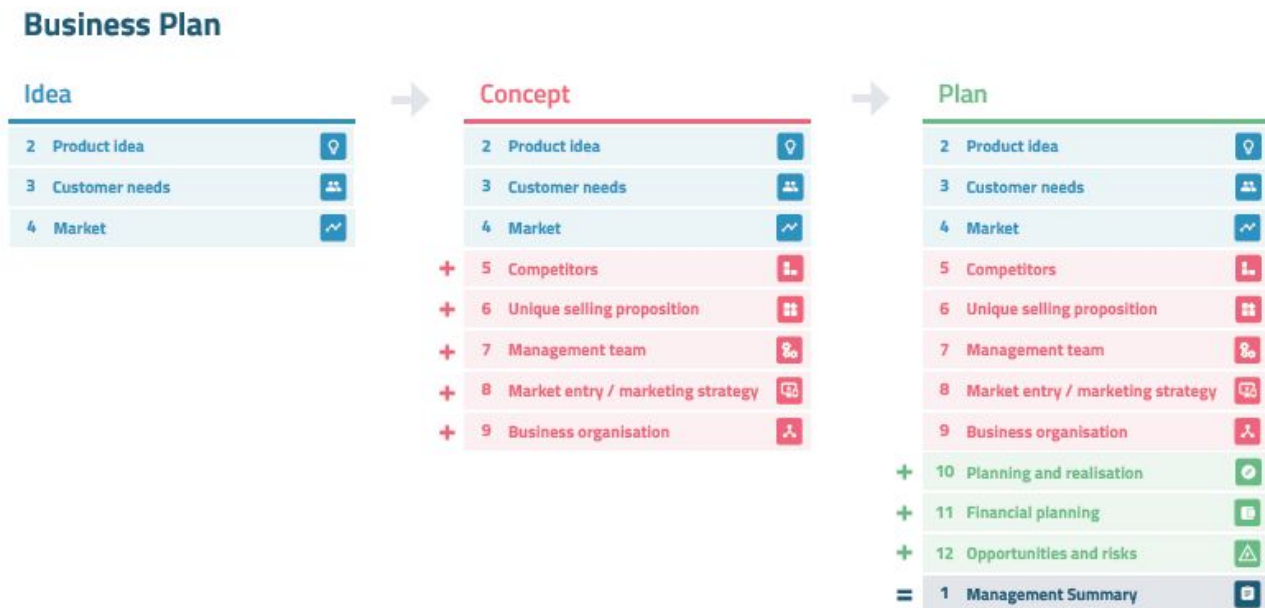


Figure: Three steps to a business model

In addition the interactive Venture Development Platform enables the researcher to have a workspace to systematically document the content that was worked out with the group and with stakeholders, and to discuss this content outside the confines of time and space. In addition, stakeholders may be consulted for advice and group members can draw on information related to venturing activities.

2.4 Market specific Coaching

Where specific market know how is needed, researchers will be directed towards the three subcontracting clusters having coaches in various market segments ranging from mobility, agtech to health (see deliverable D3.3 Sector specific mentoring concept)

