

TRICS

TEACHING RESEARCHERS HOW TO CREATE STARTUPS IN CEE

2017

Why?

Now that Brno is an acknowledged global tech hub, the next logical phase of evolution of the startup ecosystem is to empower and evangelize the hundreds of projects which are emerging through our university labs, incubators, CTTs, etc. Using our data-driven approach, we have designed the TRICS programme to leverage the curriculum content that has helped make the MIT spinoff ecosystem equivalent to the world's 10th largest economy, and especially tailored for the scientific community wherein the next Enantis or BioVendor is just waiting to be packaged.

#TRICS2017

What?

TRICS is a three-day training programme delivered by TechInnovate for Central Europe's Science Community.

Day 1 AM: Who Is Your Customer?

Day 1 PM: What Can You Do For Your Customer?

Day 2 AM: How Do They Acquire Your Product?

Day 2 PM: How Do You Make Money Off Your Product?

Day 3 AM: How Do You Design and Build Your Product and How Do You Scale?

Day 3 PM: Pitching Session

@JohnBreslin

Who?

Dr John Breslin is an entrepreneur, engineer and educator. He is co-founder of boards.ie, Ireland's largest discussion forum, and adverts.ie, a popular clas-

sified ads site. As a researcher, he is creator of the SIOC social semantic web framework, used in hundreds of applications on thousands of websites. He has been working at NUI Galway for nearly 20 years, teaching a range of engineering, computer science and, more recently, entrepreneurship subjects to AgTech, DefTech and MedTech teams. He has spoken at both MIT and Stanford on entrepreneurship in Ireland. He is co-founder of the Galway City Innovation District and the PorterShed coworking space and digital tech accelerator.

Who: Dr John Breslin (TechInnovate Director)

Web: www.johnbreslin.com



@Tech_Innovate

Testimonials

"They provided useful information on general business plan concepts, and they asked some questions that would be expected from potential investors, which put us in a position where we had to think of solutions."

"It definitely made us think more deeply about our product and our plan. Having the chance to hear from people with different areas of expertise was hugely helpful. They were able to give us guidance after just quickly hearing about our ideas."

"They addressed problems we hadn't thought of, for example, how to make the packaging design more attractive, and how

the 24 steps...



@24StepsEship

Disciplined Entrepreneurship

We use the "Disciplined Entrepreneurship" process from MIT as the basis for TRICS, oriented towards commercialising ideas and technologies emerging from passionate researchers. The core topics are shown in colour groups above, delivered over the three days of the programme.

Books: Disciplined Entrepreneurship (Aulet, 2013) and the Disciplined Entrepreneurship Workbook (Aulet, 2017)

Web: www.disciplinedentrepreneurship.com

to improve the overall presentation of the product. Also, lots of constructive criticism, like preparing us for potential questions investors may ask. Very useful overall."

"I found the programme helpful in that it helped us to think outside the box when it comes to certain aspects of our projects. As well it gave us insight into where we may be challenged."

"The course was excellently run and well structured. The disciplined entrepreneurship process ensures a critical evaluation of the potential market for the product / service, resulting in increased chances of success."

"The interactive nature of this course was streets ahead of any other 'startup' course I've attended. A strong focus on science, a buzzing atmosphere encouraging teamwork, workshops and presentation and a constant stream of feedback from the judges who were a privilege to work with, they all being hugely inspiring success stories in their own right."

Web: www.techinnovate.org

@BrnoMyCity Where?

TRICS will be held in Brno from 23 to 25 October 2017. Full programme of events to follow.



Early Bird Registration and More Information:

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