entrepreneurship

AVENUE

Join the startup scene
and create your future!

LAB BOOKLET

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ECN
Entrepreneurship
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“THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT.”

Peter F. Drucker

for updates, follow us on:

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for further questions, send us an email at:
labs@entrepreneurshipavenue.com

entrepreneurship AVENUE

DEAR PARTICIPANTS,

we are very happy to welcome you to the Entrepreneurship Avenue Lab Series 2020 and accompany you on your entrepreneurial journey over the next weeks!

Due to the outbreak of Covid-19, we had to adapt quickly and decided to do the Entrepreneurship Avenue online. This was a challenge, but also an opportunity for our whole team to be as creative and innovative as a startup, by making the shift to online within just a few weeks!

The fact that you are here right now, shows that you want to be innovative and take action too. Now it’s your turn! By participating in our Lab Series, you have nothing to lose, only to win.

This year will be different, but we know it’s going to be great!!!

Enjoy your journey,
Kathi & Philipp

KATHARINA PILZ
HEAD ORGANIZER

PHILIPP KALTENBÖCK
HEAD ORGANIZER

entrepreneurship
AVENUE

KICK - OFF
April 21st, 5:30 pm

Lab 1
IDEA PRESENTATION
April 29th, 5:30 pm

Lab 2
MENTORING
May 14th, 5:30 pm

Lab 3
PITCH TRAINING
May 20th, 5:30 pm

Lab 4
DEMO DAY
May 27th, 5:30 pm

CONFERENCE
June 2nd

Come to our series of free online workshops!
Work on your ideas and improve your skills with the help of professional mentors and trainers!

ENTREPRENEURSHIP DICTIONARY

Bootstrapping
The process of starting a company with personal finances, without seeking external capital or investors.

Disruptive / Game-changing
If a startup has a product, service, business model or all of them set out to revolutionize its industry.

Elevator Pitch
Popular term for a short, crisp description of your startup, usually delivered to a potential investor.

Minimum Viable Product (MVP)
A development technique in which a new product is introduced in the market with basic features, but enough to get the attention of the consumers.

Proof of Concept (PoC)
A complete cycle that proves your idea can work for at least one customer.

Unicorn
A non-listed company reaching the valuation of $1 billion.

KICK - OFF

APRIL 21ST, 5:30 PM - 8:30 PM

We need every single one of you to solve the problems of today's world and we want to help you get started with your own business!

- Learn how to generate an idea or spot a business oppourtnity
- Learn how to find the right team
- Learn how to transform your idea into a viable product
- Learn how to present your idea to potential investors

You will learn from **experienced mentors** and coaches who have mastered the respective topics. They are **researchers, practitioners, founders and investors** who come from different disciplines and backgrounds.

From them, you will learn everything you need to get started with your own business in our four-part lab series. You will get the opportunity to present your ideas to real investors and get their feedback. The best teams will present their idea at the final conference in front of an excited audience and a renowed jury, and will have the change to win cash prizes!

KICK - OFF AGENDA

WELCOME AND INTRODUCTION
Entrepreneurship Avenue 2020 Team

KEYNOTE SPEECHES
Katharina Binder, program manager at The Ventury
"Less assuming, more validating – why idea evaluation is worth it"

Trevor Traina, US Ambassador to the Republic of Austria
"My Experience as US Ambassador to Austria & Serial Entrepreneur"

Sandra Falkner, co-founder of Alpengummi
"The Ups & Downs of our Startup Journey"

Hannah Wundsam, co-founder of Rephil
"How the EA Kickstarted my Entrepreneurial Journey"

NETWORKING

UNTIL NEXT TIME ...

Think about an idea or a problem you want to solve.
You could start by making a list of things that annoy/bother you in your daily life or listen to people (everybody likes to complain) in order to find out what bothers them.

If you find a problem, try to think about possible solutions.

Maybe also think about what skills or people (engineers, designers, etc.) you will need to implement your solution. That's who you will want in your team!

If you don't have an idea, don't worry!

You will have the opportunity to join a team you like!

IDEA PRESENTATION

LAB 1 - IDEA PRESENTATION

APRIL 29TH, 5:30 PM - 7:30 PM

Present your startup ideas and form interdisciplinary teams!

- Got a business idea and want to know what to do with it?
- Want to join a startup team, because of your valuable skills?

Then the **Idea Presentation Lab** is ideal for you! Here you will either have to possibility to present your idea and find a team, or join a team whose idea you love!
Furthermore, you can learn what makes a good business model and how to avoid beginners' mistakes.
So in case your idea needs (new) team members or you want to use your skills in a newly formed startup team, the **Idea Presentation Lab** is the right place for you!

HOW DOES IT WORK?
If you have an idea you'd like to pitch, create a 30 second video and upload it via this form . All pitchers will have their own channel on Discord, where the participants can then join, communicate with the pitcher over video or chat and eventually form a team. If you don't find a team immediately, don't panic! We will help you find one :)

BUSINESS MODEL CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMERS
	KEY RESOURCES		CHANNELS	
COSTS		REVENUE		

LAB 1 AGENDA

IDEA PITCHES

BUSINESS MODEL CANVAS & WHATAVENTURE TOOLS

FIND YOUR TEAM

GET STARTED

NETWORKING

UNTIL NEXT TIME ...

Complete all the steps in the Business Model Canvas Tool.

Conduct customer interviews (ca. 30) to find out if a need for your solution truly exists.

Prepare questions for mentors.

MENTORING

LAB 2 - MENTORING

MAY 14TH, 5:30 PM - 7:30 PM

Get feedback from experienced mentors!

• Want to get feedback from subject-matter experts?
•Keen on enlarging your network in the startup scene?

At the **Mentoring Lab** we will team you up with the very best experts of the Austrian Startup scene, industry leaders and successful entrepreneurs who are more than happy to share their experience and provide you with valuable insights.

Our experts come from a broad range of backgrounds, so no matter where your interests lie (e.g. in life sciences, recruiting, manufacturing, or digital industry), we will make sure to find the perfect match which will help your team advance your idea.

Idividual mentoring will take place via individual video calls. The list of available mentors will be announced soon :)

LAB 2 AGENDA

MEET THE MENTORS

INDIVIDUAL MENTORING (VIDEO CALLS)

NETWORKING

UNTIL NEXT TIME ...

Prepare your pitch
Include everything that might be interesting for investors. Answer the three main questions:
1. What is the problem?
2. How will your product solve it?
3. How will you make money with it?
4. Who are your customers?

PITCH TRAINING

LAB 3 - PITCH TRAINING

MAY 20TH, 5:30 PM - 7:45 PM

Perfect your pitch!

• You know that investors are crucial to start a business, but you have no clue how to convince them to give you money to finance your growth?

No worries! Our coaches can help you with this problem.
At the **Pitch Training** you will learn and practice with our pitch trainers how to convince others to invest in you and your startup.
Most of the time, you only have a couple minutes to stun your listeners and to seal the deal, so learn how to make the most of those minutes!

Learn and practice with our great pitch mentors! Find out how to increase your impact on listeners!
Individual pitch mentoring will take place via video calls.

LAB 3 AGENDA

MEET THE PITCH TRAINERS

KEYNOTE SPEECH

BEST PRACTICE PITCHES

INDIVIDUAL PITCH MENTORING (VIDEO CALLS)

UNTIL NEXT TIME ...

Put the feedback you got from your Pitch Trainer into action
Practice, Practice, Practice → perfect your pitch

DEMO DAY

LAB 4 - DEMO DAY

MAY 27TH, 5:30 PM - 9:00 PM

Do your first public pitch!

• Can't wait to pitch in front of a big crowd?
• Ready to convince the jury and be among the lucky startups to make it to the conference?

You want to pitch at the Entrepreneurship Avenue Conference on June 2nd in order to win the Pitch award 2020? Then the **Demo Day Lab** is your change to get there!

Pitch in front of an expert jury and the audince, show them what amazing projects you have been working on during the last few weeks. The expert jury and the audience will choose the teams that will get the opportunity to pitch at the EA Conference in front of investors. So join the **Demo Day**, practice hard and win the pre-selection phase!

LAB 4 AGENDA

MEET THE JURY

PITCH YOUR STARTUP

SELECTION CEREMONY

NETWORKING

UNTIL NEXT TIME ...

Get ready for the Conference!

GENERAL GUIDELINES

NO ONE-MAN TEAMS
We think that your ideas are best implemented as a team. Multiple people working on one project promises a better outcome and our tasks are designed for teams. If you cannot find team members to join your idea, please contact the Avenue team and we will help you to either find members or find another team to join.

EARLY-STAGE ONLY
Your idea and startup should still be in the early stage. Of course, it is great if you already have come up with plans and thought about possible advancements. We draw the line where you have already developed your idea to a point where you have participated at pitch award shows and accelerators or incubators. This is when you are clearly more experienced than fellow participants and it would not be fair to evaluate you by the same standards.

PREREQUISITES for Mentoring #Lab2
In order to get feedback from our experienced mentors on your business model you need to have a business model. As you will get access to The WhatAVenture Business Modelling Tool in Lab 1, you are required to have used this tool until the start of Lab 2 in order to receive mentoring. You need to have at least registered at WhatAVenture and connected all Team members. We highly recommend that you explore and really use the tool, since it is extremely helpful in developing your business model.

PREREQUISITES for Pitch Training #Lab3
Pitch training is only effective if you are at a stage where your idea can be roughly explained, be put into words or visualized. Therefore, you should have developed your idea with the help of the WhatAVenture tool to a point where that is possible by the beginning of Lab 3. We expect you to have finished step 2 (My Business Model) of the WhatAVenture Process until the start of Lab 3.

PREREQUISITES for Pitch at Demo Day #Lab4 and Conference
You can only seize the opportunity to pitch at Demo Day (and possibly the Conference) if your team has attended at least two Labs out of Lab 1-3 beforehand. This guideline is mainly in your interest as you will have developed your idea with the help of experienced coaches during the Labs to a point where you can present it best to an audience, the jury and possible investors.

PREREQUISITES for receiving an ECN Certificate of Attendance
You can request ECN Certificates of Attendance, if you are part of a team that has attended at least three Labs out of Lab 1-4 and have been actively working on a business idea during these labs. Attendance of a team is defined as at least one team member actively participating.

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See you there!

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