Today's global economy and business are facing a tremendous challenge: how to transform research, the money invested and the resources provided to laboratories and scientific parks into new innovations to create new products and services that can lead to the improvement of the life of individuals and society as a whole.

One of the main barriers encountered is the "distance" between researchers and the business world. This distance is not usually physical, it is simply a lack of knowledge on both sides. Minimizing this distance would, without a doubt, improve the returns to society on the money invested in R&D. The participation of the senior scientist behind the invention and/or the researchers who decide to pursue a professional career in developing new businesses will significantly increase the odds of a successful new company.

This course and its contents are designed around the concept of a new tech-based entrepreneurial venture. Starting a new business includes a different array of tasks and operations. An overview of the process of identifying an opportunity, turning an idea into a product or service and making a business out of it will help the mind behind the invention to understand the whole process that starts once the discovery has been made.

In general, scientists and others engaged in the development of new knowledge are not usually the ones running the start-ups, as they are more focused on research than the development of new ventures. However, as it will always be necessary to have someone to take the ideas out of the lab and turn them into new ventures, having the researchers within the entrepreneurial team will greatly improve the ratio of new inventions turned into new product or services.

**Overview**

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**Key Takeaways**

- How to find and evaluate business ideas.
- How to analyze the environment, the industry and the market to understand the idea.
- Methods to differentiate between an idea and an opportunity.
- How to craft a suitable business model.
- Basics of competitive strategy, and how to get your clients to continuously choose you instead of your competitors.
- Basic tools for market analysis and consumer understanding.
- Basics of B2B marketing.
- Frameworks for designing marketing plans.
- Understanding financial statements: profit and loss account, cash flow and balance sheet.
- Methods to estimate the capital requirements of the venture: The financial plan.
- How to manage high growth venture teams.
- How to protect the new venture. What can be patented?

**SCHEDULE**

One week. One 8-hour session every day for 5 consecutive days.

**LOCATION**

Any of the ESADE Executive Education Campuses or ESADECreapolis, in a centre of the company's choice or onsite at the company’s facilities. However, we do strongly recommend that the participants exchange their usual work environment for an alternative location so they can disconnect from their day-to-day activity and become fully immersed in this entrepreneurial week.
This program is aimed at researchers, senior researchers, postdoctoral fellows and last year doctoral students as well. It is also addressed to managers in charge of research labs, scientific parks, innovation or R&D departments, and for decision makers in regional policy.

This course aims to increase the speed of turning innovation and knowledge into new ventures. The course is designed for groups of approximately 20 people all of whom would be working in the same field or organization, as some of the cases discussed will be selected from the sector. Class size is limited to ensure optimal participation, learning and faculty-to-participant ratio.

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