

Collegiate Entrepreneurship Contest

The HLS&E Workshop includes a Collegiate Entrepreneurship Contest, which is a *hands-on* Training and pitch event offering an excellent opportunity for graduate students, young investigators (PhD, PDeng, Postdoc level) as well as Principal Investigators (PIs) to present their innovation case based on their respective research findings to a broad technical and innovation expert audience in three styles: **recorded 15s message map** (originally, it was developed to talk about brands/products but why not use it for telling about your innovational research findings? Detailed instructions “how to message map” will follow up on registration.), **short form structured abstract** submission (see link to abstract template), **visual poster presentation** and engagement in lively technical program of the HLS&E workshop core event. This allows for entrepreneurial novices in taking their research findings on to an impact pathway to learn and gain insight on the innovation process and sharpening their story behind their impact trajectory, and to receive expert feedback and encouragement from others, who went before them on to the podium to pitch within the STEM fields of Healthcare and Life-sciences research and development.

In the framework of the successful HLS&E workshop series powered by Vision Dynamics, the Collegiate Entrepreneurship Contest will take place for the first time at Eindhoven University of Technology, Eindhoven, The Netherlands. Visit The Netherlands picturesque windmills, Brainport region and Eindhoven University of Technology to learn more about the innovational path generally identified with entrepreneurship opportunities in this specific industrial and research sector of the Healthcare and Life-Sciences.

Guidelines

Review the Contest Package (instructions coming online soon, here) to learn about the evaluation rubric for the participating teams. As a winner of TU/e- Collegiate Entrepreneurship Contest 2022, teams who want to go for signing-up NWO Venture Challenge or a similar event in their own countries next receive sponsorship (upon receipt of NWO Venture Challenge registration or equivalent challenge in EU, capped to €1000). The 2022 Collegiate Entrepreneurship Contest application call is open for all registrants to the 7th HLS&E workshop. All individual applicants will be notified by 15th May about their best team match for the performing the hands-on exercises.

Participation Criteria

- An open-mind to explore and willingness to proactively practice what entrepreneurship has to offer to generate impact of your scientific-technical findings (anyone with an interest in innovation and entrepreneurship is welcome to attend the college, no business case yet needed; individuals signing-up will be matched with a working group to team-up in the exercises).

- Applicants interested in attending the college must be registered to HLS&E 2022 by May 1st 2022. Graduate students can apply for additional financial support (reduced registration fee) to the workshop host. We are aiming to facilitate participation as much as possible. Please email your motivation and proof of your students record before 15th April 2022 to r.luttge@tue.nl)
- Applicants can use a current research/project they are working on alone, an independent study project, or a project they're working on with others even if they do not have yet made agreements with their respective University/Research Institution on the commercial use of their results (that is part of the next level of the innovation impact plan).
- **Applicants must submit a message map** (15s voice over one slide only containing a twitter-friendly message and three supporting points)) **and abstract** to HLS&E 2022 of their key technical-scientific findings (see abstract template) that they consider pushing forward onto the path of innovation.

Finalists

Once registered, materials are submitted and accepted for taking part in the Collegiate Entrepreneurship Contest, applicants are recognized as “Finalists”. The three-top Finalists receive:

- A complimentary HLS&E full registration
- The opportunity to win a sponsorship (capped at €1000), when competing in an on-site start-up contest at a conference for which they were selected in presenting their innovation, NWO Venture Challenge or equivalent (upon receipt of registration).
- Recognition on the FET Proactive CONNECT website running regular news items.

Entrepreneurship Training

The ask: The first objective of this training is to provide participants an introduction into the basics of entrepreneurship and opportunity assessment. Following, the principles of the lean start-up methodology, this program introduces participants to the basics of validation or testing assumptions. In a pressure cooker format, the participants will learn how to validate the three main assumptions:

- Problem validation: Do we solve a real problem to a real customer?
- Solution Validation: Does our solution solve the problem for our customer?
- Delivery validation: Can we deliver this solution to our customer?

Value proposition: The second objective of this training is to introduce the participants to ecosystem thinking. The development of complex value propositions requires the collaboration between different actors that each contribute a (sub) component of the integral value propositions. As an innovator, it is of crucial importance to understand the role of the different actors and to orchestrate their efforts, as well as the risks involved. We will explore the Ecosystem pie model.