

4 FELLOWSHIPS 4 ENTREPRENEURS

REALIZING YOUR INNOVATIVE IDEAS

At the **Career Center** of the **Ludwig Boltzmann Gesellschaft** we want to promote the diverse ideas and entrepreneurial spirit of our scientists. With the program **4 Fellowships 4 Entrepreneurs** – Realizing your innovative ideas, we focus on building foundational knowledge about entrepreneurship to support pre- or post-docs in their journey to launching their ideas and becoming entrepreneurs.

Four selected researchers or teams are supported in exploring their entrepreneurial spirit and developing their ideas for commercial use. The program is intended to expand the portfolios of our pre- and post-docs, i.e., a current scientific topic that can be pursued further or a new topic that can be developed for an alternative career path as an entrepreneur. With this program we are making an important contribution to knowledge transfer between theory (basic and applied research) and practice as well as to a competitive research and innovation system in Austria. Our program also provides a valuable basis for participating in advanced (inter-) national start-up and spin-off programs. We are convinced that every idea has its value and that all idea developers will find their own (career) path, with our support!



EVERYTHING BEGINS WITH AN IDEA WHICH CAN BE REALIZED IN EXCHANGE WITH OTHERS!

- ▷▷ 4 Fellowships
- ▷▷ 4 - 8 Entrepreneurs or Entrepreneur teams
- ▷▷ 9-month Curriculum & Mentoring
- ▷▷ 10.000 € Entrepreneur Budget
- ▷▷ Target group: pre- and post-docs of the LBG, other research organizations and universities from all scientific disciplines
- ▷▷ Goal: further development of an abstract idea into concrete application - am I an entrepreneurial type and does my idea have potential for success?

PROGRAM ELEMENTS

HOW AM I CHALLENGED AND SUPPORTED IN THE PROGRAM?

ELEMENTS AT THE COLLECTIVE LEVEL

- ▷▷ **CURRICULUM:** You will complete **10 Modules**, 1 Saturday per month from 10:00 am - 5:00 pm in Vienna, to acquire professional and social skills in the field of entrepreneurship, to try skills out based on your idea, and to exchange ideas with experienced entrepreneurs and guest speakers. The curriculum is based on the concept of the **Business Model Canvas**, and the book Business Model Generation by Alexander Osterwalder & Yves Pigneur will be made available to you as program literature. The program language is English.

TIME & PLACE	MODULES & CONTENT	SPEAKERS
29 February & 1 March 2020, Freigut Thallern, Gumpoldskirchen (NÖ)	MODULE 1 – OPENING Introduction to the program and its objectives, getting to know each other, introduction to entrepreneurship, idea development and implementation, team composition and teamwork	Bernhard Kerres and Tina Trofer (Geradeheraus)
21 March 2020 Vienna	MODULE 2 – ENTREPRENEURSHIP AS A CAREER ALTERNATIVE What scientists bring to the table, change of mindset - from researcher to entrepreneur, panel discussion "Promoting and inhibiting factors in entrepreneurship"	Bernhard Kerres and Verena Aichholzer (LBG Career Center)
25 April 2020 Vienna	MODULE 3 – VALUE PROPOSITION Value of the idea to others, understanding of target groups and customer needs	Bernhard Kerres, Guest Speaker Hannah Lux (Vollpension)
16 May 2020 Vienna	MODULE 4 – CUSTOMERS, RESOURCES, & PARTNERS Introduction to the value chain, marketing & sales, resource planning	Bernhard Kerres, Guest Speaker Philipp Albrecht (Happy Med)
20 June 2020 Vienna	MODULE 5 – WEB BASICS Every idea today needs a website, simple structure and care of a website	Maggi Theis (Web Development)
* July 2020 Vienna	MODULE 6 – OPEN WORKING SESSION Putting ideas into practice with other Fellows	Bernhard Kerres and Simone Fürst (LBG Career Center)
12 September 2020 Vienna	MODULE 7 – HACKATHON Simulate becoming a company for one day, solve critical questions of your own idea with a creative mind	Bernhard Kerres and Simone Fürst as well as 10 Hackers and 4F4E 2019 Alumni
26 September 2020 Vienna	MODULE 8 – FINANCE Introduction to cost accounting, budgeting, and pricing, forms of financing	Bernhard Kerres, Guest Speaker Natalia Coralez-Diez (Fund of Excellence)
17 October 2020 Vienna	MODULE 9 – BUSINESS PLAN All the documents from executive summaries to investor presentations that potential investors need are compiled	Bernhard Kerres and Alexandra Florea (Vaalon Capital)
14 November 2020 Vienna	MODULE 10 – PRESENTATION TRAINING Preparation for investor, client, and other presentations	Bernhard Kerres and Bernhard Weingartner (Science Slam)
November 2020 (in the evening)	GRAND FINALE Presentation of your own idea to jury, potential investors, friends, etc.	Bernhard Kerres and Simone Fürst


* The Open Working Session (Module 6) date will be agreed upon with the entrepreneur teams and announced in time.

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- ▷▷ **LEARNING GROUP:** You will have the opportunity to exchange information between the modules online via a digital platform (Slack) and to receive or share helpful information or documents.
- ▷▷ **CRITICAL FRIENDS:** You exchange ideas with the other Fellows at the monthly meetings, you act mutually as “Critical Friends” and thus support each other in developing ideas.

ELEMENTS AT THE INDIVIDUAL LEVEL

- ▷▷ **REPORT & VIDEO:** Before the program starts (with your application) as well as at the end, you will document your idea and its development or the (intermediate) result in writing and with a short video.
 - ▷▷ **REFLECTION DIARY:** You can keep a reflection diary to accompany your individual change of mindset process to record supporting as well as inhibiting factors and to be able to react specifically to them.
 - ▷▷ **MENTORING:** You will be assigned a mentor to match your idea who will accompany you throughout the duration of the program, impart know-how, and know-who and reflect on the process with you.
 - ▷▷ **ENTREPRENEUR BUDGET:** You have an Entrepreneur Budget of 10.000 € (per Fellowship) at your disposal, which you can invest step by step in your idea after exchange with critical friends and your mentor in coordination with the LBG Career Center. This budget can also be used for individual start-up consulting sessions with the Program Director Bernhard Kerres.
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TESTIMONIALS

WHAT DO THE 4F4E 2019 ALUMNI SAY ABOUT THE PROGRAM?



**ASMITA BANERJEE & ADELHEID WEIDINGER
(LBI EXPERIMENTAL & CLINICAL TRAUMATOLOGY)**

The 4F4E program gave us the unique opportunity to develop our project idea step-by-step, up to an actual start-up idea. As a scientist you have many skills in many fields, but you have absolutely no idea about entrepreneurship. This is what you learn in the 4F4E program, and you are also allowed to explore your entrepreneurial spirit. Without this program, we would never have come this far with our business idea. We are overwhelmed by the support we have received from the LBG and, in particular, from the Program Director Bernhard Kerres. (Project: www.lablife.video)

PHILIPP GERSING (TECHNICAL UNIVERSITY OF VIENNA)

The 4F4E program keeps its promise! It is absolutely amazing for scientists who want to build up their own business while continuing their career in science. The modules are well structured and take place at the cool and hipster start-up office-locations of Vienna. The time and workload between the modules is appropriate. Participants learn highly useful content about entrepreneurship and also a lot from the personal experience of the Program Director Bernhard Kerres. Personally, I really liked the “infield” exercises - e.g. to call and meet our future potential customers and ask them about their needs and problems such that we can optimise our product design accordingly. Since the group is small (4 fellowships), every team has enough space for its idea to be developed and discussed. The spirit among the entrepreneur teams was always positive and supporting. We could also learn a lot from each other and grew together as a group of friends. I also value highly the individual start-up advice sessions with Bernhard Kerres. On top of all that, the entrepreneur budget is great to make things moving. We are very grateful to the LBG for enabling us to develop our minimum viable product with this money. (Project: www.ai-automatica.com)



ELISABETH SARIBEKYAN (UNIVERSITY OF VIENNA)

I was constantly challenged to work hard on my project and learned very much about economics and entrepreneurship. (Project: www.motivate.education)



**JOHANNES HACKETHAL
(LBI EXPERIMENTAL & CLINICAL TRAUMATOLOGY)**

I highly recommend this program to all Startup-interested creative minds out there! I felt professionally advised with all freedom necessary to fulfill all my tasks to „Startup as entrepreneur“. This program is very agile and has various cool tools - to make stories - success stories. Like!

(Project: www.thehumantouch.at)





APPLICATION

WHAT ARE THE REQUIREMENTS AND HOW CAN I APPLY?

REQUIREMENTS: Employment at the LBG (or any other research organization or university in Austria) for min. 6 months, an innovative idea that could be implemented and openness to sounding out your entrepreneurial spirit. Presence at all modules, regular exchange with your mentor and the other Fellows, continuous further development of your idea up to presentations of results.

CRITERIA: With your idea, you fulfill at least 2 of the 5 following criteria, which we at the LBG Career Center would like to support: interdisciplinary research, digitalization, international relevance, diversity, contribution to the LBG as a forward-looking research organization.

APPLICATION: Please apply with your curriculum vitae (max. 2 - 4 pages, pdf), a short description of your idea with reference to the above mentioned criteria as well as your skills acquired as a scientist and relevant to your idea (max. 2 - 4 pages, pdf) and the presentation of your idea in a short video (max. 3 minutes) and send these documents to simone.fuerst@lbg.ac.at by **14 February 2020**, at the latest.

SCHEDULE

WHEN DOES WHAT HAPPEN?

- ▷▷ Q&A Session on the program: 5 February 2020, 4:00 - 5:00 pm, LBG CC
- ▷▷ 19 February 2020 Selection of Fellows by our jury (and timely announcement by the LBG Career Center): Stephan Jung (WU Founding Center, Director) and Nicole Arnitz (Schumbeta, Director), accompanied by Bernhard Kerres (Program Director) and Verena Aichholzer (LBG Career Center, Director)
- ▷▷ March - November 2020 Fellowships with curriculum (in addition to current research activities)



CONTACT AND APPLICATION

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