



# ENTREPRENEURSHIP IN MATHEMATICS AND COMPUTER SCIENCE

## THREE-DAY INTERACTIVE PROGRAM FOR PHDS, POSTDOCS AND RESEARCHERS FROM CWI NETWORK

Are you curious about entrepreneurship but haven't thought about a startup concept yet? Or do you believe your research can be transformed into a business case but you don't know where to start? Entrepreneurship in Mathematics and Computer Science is an intense three-day program that allows you to experience all the challenging aspects of starting a company. Learn how to launch your own venture by joining interactive lectures, taking part in workshops by top science and business experts and listening to real-life stories of startup founders.

### PROGRAM FORMAT

Three days of interactive lectures followed by hands-on exercises teaching you how to put theory into practice. The program will challenge you to come up with your own startup idea, develop a business case and pitch it to the expert jury panel.

### FOR WHOM

For PhDs, postdocs and researchers from CWI community who are interested in entrepreneurship and would like to learn the tools and frameworks to determine the commercial viability of their idea or research.

### YOU WILL LEARN

- The essential steps of starting an innovative company
- How to translate innovation into a feasible business idea
- Ways to access markets with a business idea
- How to address your potential customers

## FACTS

### DATES

November 6-8, 2017  
9:30 to 17:00

### LOCATION

Startup Village  
Science Park, 608  
1098XH, Amsterdam

### COSTS

Fully sponsored

### LANGUAGE

English

### APPLY

Participation is open for students and researchers from CWI community. Please contact Léon Ouwkerk (L.J.Ouwkerk@cwi.nl) for further instructions.

## PROGRAM OUTLINE

# DAY 1 DAY 2 DAY 3

### TURNING SCIENCE & TECHNOLOGY INTO BUSINESS

- In's and out's of new venture development
- Lean startup
- Business model design

### MODELLING YOUR BUSINESS

- Lean canvas
- Go-to-market strategy
- Customer development

### STARTUP FUNDING & PITCHING

- Technology transfer and intellectual property protection
- How to fund a startup
- Pitching a business idea

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## FEEDBACK FROM PREVIOUS PARTICIPANTS:

“ BEFORE PARTICIPATING IN THE PROGRAM, I DIDN'T HAVE ANY IDEA ABOUT THESE OPPORTUNITIES! ”

“ ALL PHD CANDIDATES SHOULD ATTEND A WORKSHOP LIKE THIS! ”

“ THIS PROGRAM OFFERS A LOT OF USEFUL INFORMATION, ESPECIALLY FOR SOMEONE NEW TO THE FIELD OF ENTREPRENEURSHIP. ”

Entrepreneurship in Mathematics and Computer Science is an initiative by ACE (Amsterdam Center for Entrepreneurship) and CWI (Centrum Wiskunde & Informatica).

### QUESTIONS?

Feel free to reach out to the program lead Yulia Bodnar ([yulia@ace-incubator.nl](mailto:yulia@ace-incubator.nl)).

### IN COLLABORATION WITH

**CWI**

**ACE**

