



EXPLORE ENTREPRENEURSHIP WITH CERN TECHNOLOGY



TWO-DAY INTERACTIVE PROGRAM FOR MSC AND PHD STUDENTS

Are you curious about entrepreneurship but do not have a concrete startup idea yet?

ACE presents an immersive entrepreneurship program in collaboration with CERN - the European Organization for Nuclear Research. The program offers you a unique opportunity to learn the basics of venture creation and to experiment with commercializing selected cutting-edge ICT technologies developed at CERN. Join this intensive program and experience all the challenging aspects of starting an innovative high-tech company!

PROGRAM FORMAT

Two days of interactive lectures followed by hands-on exercises teaching you how to put theory into practice. The program will challenge you to develop your own business case based on a CERN ICT technology of your choice.

FOR WHOM

For MSc and PhD students of Exact sciences, Information studies and Business studies interested in entrepreneurship. Previous familiarity with CERN technologies is **not required** - all participants will receive a detailed technology briefing before and during the program.

YOU WILL LEARN

- The essential steps of starting an innovative company
- How to define a value proposition and business model of your idea
- Ways to access markets with a business idea
- How to pitch an innovative concept

FACTS

DATES

October 25 and 26

LOCATION

Startup Village
Science Park, 608
1098XH, Amsterdam

COSTS

Fully sponsored

LANGUAGE

English

PRIZE

Participants with the best idea will be offered a spot in ACE Incubation program

APPLY AT
ACE-INCUBATOR.NL

PROGRAM OUTLINE

DAY 1 DAY 2

TURNING TECH INTO BUSINESS

- Introduction to entrepreneurship
- Business modelling and defining your value proposition
- Lessons from startup founders

PRESENTING YOUR IDEA

- Go-to-market strategy
- Pitching a business idea: tips & tricks
- Presenting your idea to the experts

FEEDBACK FROM PREVIOUS PARTICIPANTS:

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

“ ALL STUDENTS SHOULD ATTEND A WORKSHOP LIKE THIS! ”

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

This program is an initiative of ACE incubator, Innovation Exchange Amsterdam, CERN and Nikhef.

QUESTIONS?

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

IN COLLABORATION WITH



technology

