

FROM PROTOTYPE TO MARKET

FROM CONCEPT TO PROTOTYPE

FROM RESEARCH TO CONCEPT

START
UP.
TIROL

I.E.C.T.
HERMANN HAUSER

I.E.C.T. – SUMMER SCHOOL
ON ENTREPRENEURSHIP
22. – 28.08.2024

HOW TO TURN IDEAS INTO REALITY



Developed and
supported by



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European Forum Alpbach
2023

I.E.C.T. SUMMER SCHOOL THE IDEA

30
INNOVATIVE
PARTICIPANTS
FROM ALL OVER
THE WORLD



I.E.C.T. – Mentors

Uday Phadke, Miranda Weston-Smith, Yupar Myint, Jamie Urquhart, Kate Wildauer, Siegfried Krainer



I.E.C.T. – Network Experts

More than > 50 Experts & Serial Entrepreneurs like Klaus Raggl, Christopher Tapper, Leonie Mueck & many more



Investors

Hermann Hauser, Amelia Armour, Andreas Riegler, etc.



SUCCESSFUL ENTREPRENEURS

What is the idea of the Summer School?

The I.E.C.T. – Summer School on Entrepreneurship will show participants the way to successfully commercialise their ideas by guiding them through the processes of protecting their ideas, investigating and pinpointing the market, raising capital, building teams and selling their ideas. It has been specifically designed for the academic entrepreneur who requires practical know-how in the development of a new business.

The overall aim of the Summer School is to provide participants with know-how from experienced mentors and serial entrepreneurs as well as with national and international networks.

THE IDEAS WE SEE HERE ARE AS GOOD AS THOSE IN CAMBRIDGE AND SILICON VALLEY. ALL THEY NEED IS A GUIDELINE TO EXECUTE THEM SUCCESSFULLY.

Hermann Hauser:
Serial entrepreneur and founding father
of the Summer School



What are your benefits?

- Gain the inspiration, motivation and tools required to take the next steps
- Understand the process of taking novel technologies to market
- Determine the best business models and marketing strategy to commercialise a new idea
- Have a great week of thinking time to accelerate your ideas, develop key entrepreneurial skills and contacts to exploit new ideas in response to customer needs more effectively
- Meet experience global mentoring from senior entrepreneurs
- Be a part of a vibrant, like-minded community
- Improve your networking skills and the ability to pitch an idea

WHAT WILL PARTICIPANTS LEARN?

- Developing entrepreneurial vision and understanding of customers
- Understanding the mechanisms to reach target customers and markets
- Developing strategies for fundraising and IP management
- What kind of team you will need to form?
- What is your roll as a founder?
- Determining the best business models for your venture, and securing and working with your first customer(s)
- Pitch Training & Demo day

Opportunity for best Pitches:

- Participation at the Falling Walls Pitch
- Attendance at the European Forum Alpbach



WHAT GET READY FOR A PARTICIPANTS CAN EXPECT HIGHLY INTENSIVE BOOTCAMP!

ALL WEEK:

- Workshops with experts from the deep tech area
- Mentorships in small groups for individual support and a strong peer-to-peer learning environment

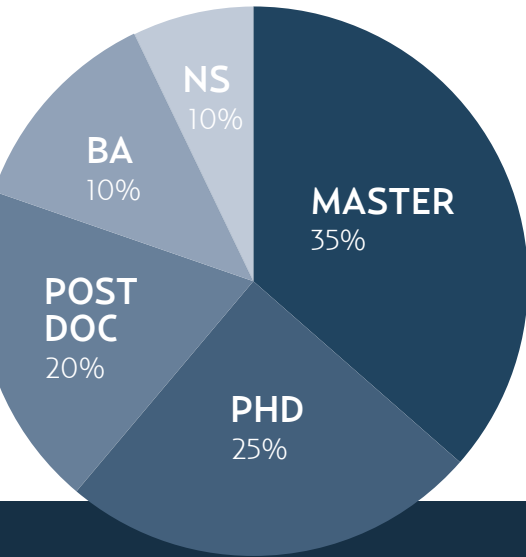
SPECIAL EVENTS:

- **AUGUST 22TH**
Opening ceremony
With representatives of the Austrian and UK ecosystem
- **AUGUST 26TH**
Inspirational event State of AI
Listen to international thought leaders in the field of Artificial Intelligence, from entrepreneurs to policy makers to investors – get inspired, participate actively and connect afterwards within the I.E.C.T. – Network
- **AUGUST 28TH**
Demo Day
Pitch in front of renowned investors and experts in a save environment

GUESTS WELCOME

STATISTICS ALUMNI 2015–2022

Level of education, fields of research / expertise



35% LIFE SCIENCE

incl. Medtech, Neuroscience, Microbiology, Biotechnology

65% HI-TECH DEEP-TECH

Quantum Computing, Software/IT Hardware, Reg-Tech, Photonics Fin-Tech, Automotive, Insure-Tech Clean Energy, IoT, Artificial Intelligence

UNIVERSITIES & INSTITUTES

Aalto University Finland
 AIT Austrian Institute of Technology GmbH
 Besi Austria GmbH
 BoKu Vienna
 Brown University
 FH Hagenberg
 FH Joanneum
 Free University of Berlin
 IQOQI
 Kfu Graz
 Lakeside Labs Carinthia
 Medical University Graz
 Medical University Innsbruck

Montanuniversität Leoben
 MOOCI
 Science Park Graz
 TU Graz
 TU Munich
 TU Vienna
 UMIT
 University of Cambridge
 University of Glasgow
 University of Graz
 University of Innsbruck
 University of Klagenfurt
 University of Mainz
 University of Oxford
 University of Pennsylvania
 University of Pittsburgh
 University of Vienna

SOME ACHIEVEMENTS 2015–2022



> 230

Alumni



app. 70

start-ups founded from idea-stage



> €70m

total funding



> 28

nationalities

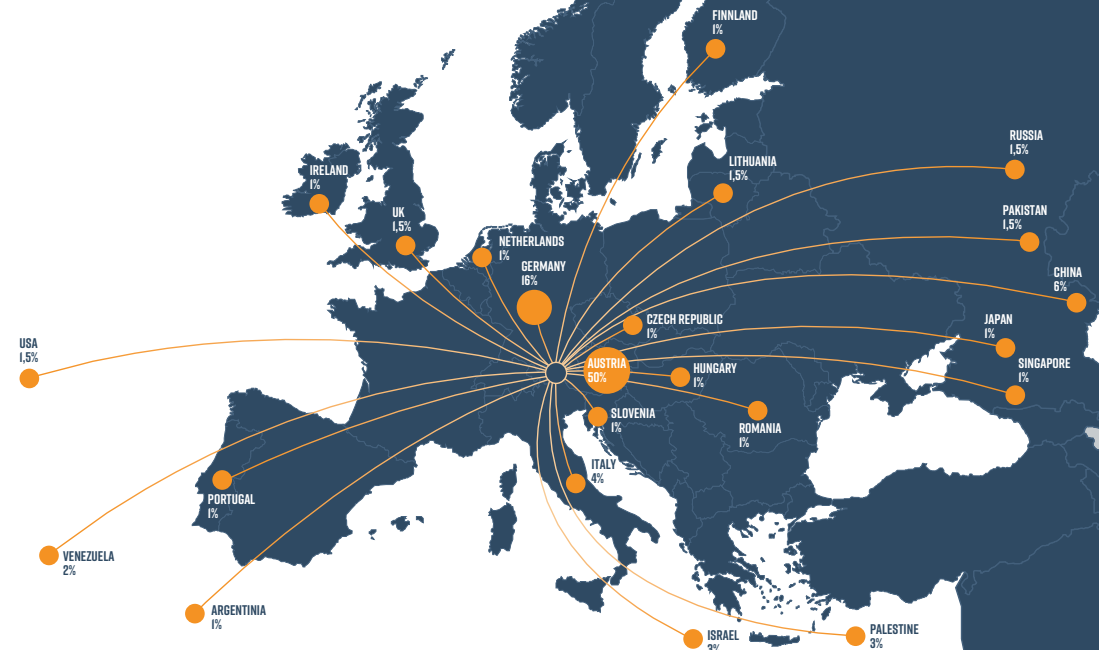


> 200

experts, mentors, investors have been part of it

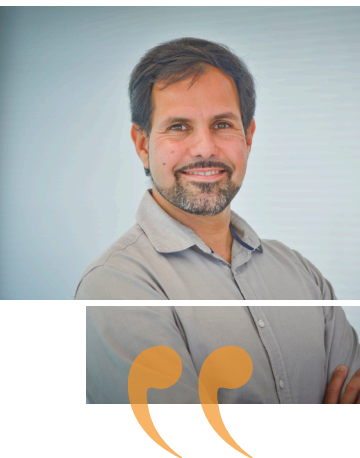
ABOUT 90 % OF OUR ALUMNI ARE STILL HIGHLY INVOLVED IN THEIR PROJECTS AND FOLLOW A CLEAR PATH.

ALUMNI 2015–2022 WHERE ARE THEY COMING FROM?



WHO ARE THE ORGANISERS?

The Summer School on Entrepreneurship is organised by the I.E.C.T. – Hermann Hauser (Institute for Entrepreneurship Cambridge Tirol), Startup.Tirol in cooperation with the University of Cambridge and the European Forum Alpbach. The annual European Forum Alpbach is an interdisciplinary platform for science, politics, business and culture. The I.E.C.T. – Summer School takes place at the Villa Blanka in Innsbruck which hosting this inspirational week.



I.E.C.T. KICKSTARTED MY ENTREPRENEURIAL JOURNEY. I KNEW I WANTED TO GO DOWN THAT ROAD BUT DID NOT KNOW HOW. AS AN ALUMNUS OF THE PROGRAM I AM GRATEFUL FOR THE INVALUABLE EXPERIENCE, KNOWLEDGE AND NETWORK WHICH ALLOWED ME TO START AND GROW MY COMPANY.

Harold Vladar: Ribbon Biolabs, Alumni Summer School

I.E.C.T. – HERMANN HAUSER



The Institute for Entrepreneurship Cambridge-Tirol – Hermann Hauser has been supporting deep-tech entrepreneurs in their start-up, product development and market launch since 2015. Our programmes are aimed at Austrian, European and global founders with a scientific background.

The international 1-stop touchpoint for academic spin-offs.

We design and host international educational programmes for founders at all stages of startup development. We work closely with the startup ecosystem around the University of Cambridge. We connect founders with investors, mentors and established companies within our global network.

UNIVERSITY OF CAMBRIDGE



www.cam.ac.uk

With more than 18,000 students from all walks of life and all corners of the world, nearly 9,000 staff, 31 Colleges and 150 Departments, Faculties, Schools and other institutions, no two days are ever the same at the University of Cambridge.

The University of Cambridge is rich in history – its famous Colleges and University buildings attract visitors from all over the world. But the University's museums and collections also hold many treasures which give an exciting insight into some of the scholarly activities, both past and present, of the University's academics and students.

The University of Cambridge is one of the world's oldest universities and leading academic centres, and a self-governed community of scholars. Its reputation for outstanding academic achievement is known world-wide and reflects the intellectual achievement of its students, as well as the world-class original research carried out by the staff of the University and the Colleges.

STARTUP.TIROL

www.startup.tirol

**START
UP.
TIROL**

Startup.Tirol is the hub for awareness-raising, support and networking in the Tyrolean startup scene. Startup.Tirol brings together key Tyrolean initiatives to promote and support startups in an attractive startup location.

Our mission is:

We inspire entrepreneurial thinking by informing, incentivising and encouraging the development of ideas.

We turn ideas into concrete potential by jointly developing and validating sustainable business models.

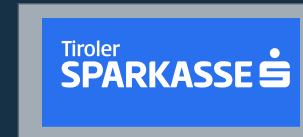
We strengthen start-ups by supporting them in all phases, networking them in the ecosystem and actively helping to shape it.

I.E.C.T. – SUMMER SCHOOL FELLOWSHIPS & SPECIAL AWARDS

Corporates represent an impactful player in the innovation ecosystems as they quite often act as sparring partner regarding the market, are possible pilot-customers, strategic partners and much more. Furthermore, selected startups get the chance to participate in the European Forum Alpbach and Falling Walls events free of charge.

At every Summer School some corporates take over a fellowship patronage for future entrepreneurs and support their journey.

GET TO KNOW OUR CURRENT FELLOWSHIP PARTNERS:



More information can be found on our website: www.iect.at

If you are a corporate and are interested in taking over a fellowship – please get in contact: vt@iect.at (Viktoria Tollinger – Programme Lead)

HOW TO APPLY?

Applications have to reach I.E.C.T. by 3rd of May 2024 and be submitted digitally. Please prepare the following documents for upload to the application form:

- Your idea should have the potential of commercialisation, please describe this point in your application.
- Questionnaire: Please complete the Typeform survey provided. These are questions about yourself and your project.
- 3-Minute Video: We're eager to know more about the person behind the application. This video is your chance to introduce yourself beyond the business idea. Here's what we're hoping to learn from your video:
 - A little about yourself and what drives your passion.
 - Insights into your project, idea, or startup.
 - Your reasons for wanting to join the IECT Summer School and what you hope to gain from the experience.
- Participation fee for participants: 2.600€ excl. VAT

All materials can be submitted via the [link](#) or QR Code provided. We look forward to learning more about you and your vision.



contact

I.E.C.T. – Hermann Hauser
 Viktoria Tollinger, Programme Lead, vt@iect.at

I.E.C.T. – Summer School Partner



in cooperation with



partners, experts & supporters

