

SCM Workshop Application

Fill out the information on these pages and send them by email to SwissCompanyMaker (SCM)
by latest **February 11, 2018**: info@swisscompanymaker.ch

Event Details

Location

Kulturhof Schloss Köniz, Muhlernstrasse 11, CH-3098 Köniz bei Bern ([Location website](#), [Google Map](#))

Dates

Orientation dinner	Tuesday, April 17, 2018	5:00 pm - 10:00 pm
Day One	Wednesday, April 18, 2018	8:00 am - 6:30 pm
Day Two	Wednesday, April 25, 2018	8:00 am - 6:30 pm
Networking apéro (opt-in)	Wednesday, April 25, 2018	6:30 pm - 8:30 pm

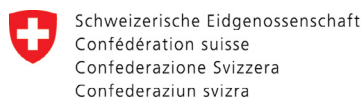
Commitment

This workshop will lead you through significant thickening of your business idea. As such, it requires about 20 hours of presence at the workshop and 5-20 hours of homework between Day One and Day Two. Candidates may be asked to have a selection interview (phone/skype). Selected champions are expected to fully commit to the programme.

SwissCompanyMaker is a joint initiative of



Supported by



Swiss Confederation

Commission for Technology and Innovation CTI

1. Applicant's information

NAME

ADDRESS

PHONE

EMAIL

Explain your affiliation and/or your idea's connection to your source institution or an NCCR (max. 300 words):

I would like to participate and here's my relevant background (very brief bio):

Here's my business idea that I would like to take through the workshop (one paragraph lay description of why it is important/useful):

2. Venture/Technology information (if available)

NAME

ADDRESS

WEBSITE

2.1. Main application areas (check all that apply)

Biotech / Pharma

Energy

Environment

Medical devices

IT / HW

SW / Website

Electronics or instrumentation

2.2. Abstract (up to 50 words, no jargon)

2.3. Goals

Indicate what you most hope to get out of this workshop experience and what you believe you and/or your idea need(s) the most help with:

2.4. Team

List yourself and others that you may want to include in your team for the workshop (please confirm their availability for the full three sessions by 4 weeks prior):

Name

Role in venture

Available to join the workshop

Name

Role in venture

Available to join the workshop

Name

Role in venture

Available to join the workshop

Briefly explain how your project team is organised:

2.5. Idea status

For each criterion on the SwissCompanyMaker Application Table below, please highlight the approximate status of your idea. Please note that:

- Selecting too many criteria in yellow boxes may indicate your idea needs more thought before it can benefit from the workshop.
- Selecting too many criteria in green boxes may indicate your idea is too far along to benefit from the workshop.

Business plan

Don't have one

Have started some parts

Have one that could use revisions

Have a solid plan

Public presentations

None

Some informal chats

Given presentations, but they don't seem to resonate

Have a variety of versions for different audiences

Funding

No money yet

(gone to the company)

CTI grants applied for / won

Already raised a "family round". Starting to talk with angels

Already raised over \$500k. Doing fine with VCs and/or cash flow off product sales or bootstrapping

Funding

Nothing

(gone to the university research)

A few years. A few hundred thousand

Years and millions

Patent / IP	<ul style="list-style-type: none"> Invention record Provisional, pending Issued
Team resources	<ul style="list-style-type: none"> There is no "idea champion" Champion exists Champion +1 / 2 are willing to or help a bit Champion +1 / 2 have already been working on this part time Full team of committed resources covering technology, marketing and business formation
Team alignment with vision & plan	<ul style="list-style-type: none"> Don't know the vision yet Have a rough vision Could use more alignment Well crafted vision and alignment
Application & products	<ul style="list-style-type: none"> Haven't considered any applications Have some in mind Aspects have been prototyped Integrated working prototype exists Have many and/or strong beta customers. Already selling product
Market research	<ul style="list-style-type: none"> None Some internet-based information Mapped and prioritized potential markets Market attack plan, collateral and sales training exist
Market input	<ul style="list-style-type: none"> None A few conversations with potential customers and users 1 or 2 small volume, beta-customers and/or a design partner Numerous qualified market surveys have been completed
Financials	<ul style="list-style-type: none"> None Back of the envelope calculations Reasonable spread sheets 5-year P&L included detailed assumptions for expense and revenue. Development and operational years
Company formation	<ul style="list-style-type: none"> Nothing DBA filed Incorporated

2.6. Idea context

Please briefly contextualize your idea e.g. by referring to market size, target segment, existing competitors, advantage vs competitors, scalability or any other relevant parameter.

The SCM organizers will select the teams that will benefit the most from the workshop, based on the needs and progress of idea champions, respecting the effort of coaches, sponsors, supporting organizations and SCM mission.