

## Workshop Application

Fill out the required information on the following pages and submit the form by email to: [info@bench2biz.ch](mailto:info@bench2biz.ch)

### Event Details

#### Dates

Kick-off event	Monday, November 15, 2021	2:00 pm - 5:00 pm
Day One	Tuesday, November 16, 2021	2:00 pm - 6:00 pm
Day Two	Friday, November 19, 2021	2:00 pm - 6:30 pm
Day Three	Wednesday, November 24, 2021	2:00 pm - 6:00 pm
Day Four	Monday, November 29, 2021	2:00 pm - 5:30 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 Four. Candidates may be asked to have a selection interview (phone/Skype). Selected champions are expected to fully commit to the programme.

The workshop takes place online via the platform Zoom, a service provided by a Swiss university. As such, high-security end-to-end encryption is ensured.

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## 1. Applicant's information

Name	<input type="text"/>
Address	<input type="text"/>
Phone	<input type="text"/>
Email	<input type="text"/>

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 to the customer. Do not put emphasis here neither on technical nor business aspects).

## 2. Venture/Technology information (if available)

Name	<div style="background-color: #e0e0e0; height: 20px;"></div>
Address	<div style="background-color: #e0e0e0; height: 20px;"></div>
Website	<div style="background-color: #e0e0e0; height: 20px;"></div>

### 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. Idea context

Please briefly discuss the space around your idea by referring to such things as market size, target segment, existing competitors, advantage vs competitors, scalability or any other relevant parameter(s).

## 2.5. Idea status

For each criterion on the bench2biz Application Table below, please highlight the approximate status of your idea. Please note that:

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

Business plan	<input type="checkbox"/> Don't have one
	<input type="checkbox"/> Have started some parts
	<input type="checkbox"/> Have one that could use revisions
	<input type="checkbox"/> Have a solid plan
Public presentations	<input type="checkbox"/> None
	<input type="checkbox"/> Some informal chats
	<input type="checkbox"/> Given presentations, but they don't seem to resonate
	<input type="checkbox"/> Have a variety of versions for different audiences
Funding (gone to the company)	<input type="checkbox"/> No money yet
	<input type="checkbox"/> CTI grants applied for / won
	<input type="checkbox"/> Already raised a "family round". Starting to talk with angels
	<input type="checkbox"/> Already raised over \$500k. Doing fine with VCs and/or cash flow off product sales or bootstrapping
Funding (gone to the university research)	<input type="checkbox"/> Nothing
	<input type="checkbox"/> A few years. A few hundred thousand
	<input type="checkbox"/> Years and millions

- Patent / IP
- Invention record
  - Provisional, pending
  - Issued
- Team resources
- 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
- Don't know the vision yet
  - Hav
  - Could use more alignment
  - Well crafted vision and alignment
- Application & products
- 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
- None
  - Some internet-based information
  - Mapped and prioritized potential markets
  - Market attack plan, collateral and sales training exist
- Market input
- None
  - A few conversations with potential customers and users
  - Broad and extensive interviews have been completed
  - Initial market niche is well-understood
  - 1-2 small volume, beta-customers and /or a design partner
- Financials
- None
  - Back of the envelope calculations
  - Reasonable speard sheet
  - 5-year P&L including detailed assumptions for expenses and revenues
- Company formation
- Nothing
  - Using informal company / project name
  - Incorporated

\* **Idea champion:** person in the team who is closely taking care of the project and currently investigating whether bringing this technology out of the lab makes sense, and if so, look at options for how to move the idea forward.

## 2.6. Team

List yourself and others that you may want to include in your team for the workshop (please confirm their attendance to **all** 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:**

[Redacted area for team organization explanation]

The bench2biz 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 the bench2biz mission.

Your personal data are collected and processed by the Bench2Biz organizers in order to enable them to evaluate your application. By submitting an application you accept this condition. You have a right of access to your personal data. You can also request the correction or deletion of your personal data. You have the right to oppose the processing of your personal data or to request a limitation of such processing.