



bridging knowledge and competencies in
science, education, art and innovation

Swiss Knowledge Network with Outposts in:

Bangalore
Boston
San Francisco
Shanghai
Singapore

Speeding up Venture Growth – Program

What VCs are really looking for!

Workshop leader: Dominik Grolimund

Venture Capital money is an important form of funding for start-ups. Even though you and your friends are convinced that the product your offering is something the world has waited for, VCs have to be convinced either and they are scrutinizing every single detail of your business. Knowing what VCs are really looking for is essential for your fund raising success. Only somebody who has extensive experiences in negotiating with VCs and who has successfully raised Venture Capital can be the right one to talk about this topic.

1. Part - introduction and group discussion: What are strategies to approach VCs and how to catch their attention with your business idea?
2. Part - interactive group work: Split up in three groups. Every group chooses a successful business that was funded by VCs (facebook, twitter, etc.) and prepares a VC pitch.

My dream team and how to get it!

Workshop leader: Antoine Verdon

You had a great business idea and it is you putting the hard work into the project? Well, that might not be enough. Young entrepreneurs often times lack the industry experience and the network to lift a great business idea into a great business. It can only be of advantage to have a strong and experienced advisory board that supports you. Finding the perfect board members is the challenge though. Different skill sets have to be covered and different domain knowledge is needed. Knowing who should be, given the best case, on your board is only part of the solution. Knowing how to convince seniors to be part of your venture even though your young team hasn't archived anything remarkable so far is equally important.

1. Part - introduction and group discussion: How to convince potential advisory board members that your business will succeed even though you are young and you lack certain skills.
2. Part - interactive group work: Split up in three groups. Every group imagines a dream product (a device to cure cancer, a flying car or whatever) and has to find the perfect advisory board for this business and individual strategies to approach them (meet them at conferences, connect on LinkedIn etc.).

How to create and manage a personal network!

Workshop leader: Guillaume Beauverd

You visit three networking events per week and you use 10 different social networking platforms but still you got the feeling that the contacts that you make (online and offline) forget you or you forget why you make that contact in the first place. Managing a personal network is not only hard work but should also be approached with a certain degree of structure. Impressing people with your knowledge or your perspectives and finding the people that will be valuable for you is a skill that has to be trained. Following-up with these contacts is another one.

1. Part - introduction and group discussion: How to effectively use networking events, social media sites, etc? How to find interesting people and how to leave a lasting impression? How to keep in touch with people in your network?
2. Part - interactive group work: Role play and simulation of a networking session. Everybody designs his own character and imagines his agenda for the networking session. 15 - 20 min networking and then specific feedback for every person (What was interesting about her/him? Why would I like to stay in touch with her/him? etc.)

Dealing with large corporations

Workshop leader: Darius Cheung

Large corporations have per se more bargaining power than small start-ups. Who ever agrees to this statement should attend this workshop lead by Darius Cheung. Though the statement can't be anything but wrong, dealing with large corporations is inherently different from dealing with small suppliers and buyers. What the difference is and what you should avoid, Darius can tell you.

1. Part - introduction and group discussion: Strategies for dealing with large corporations and pitfalls to be avoided.
2. Part - interactive group work: Split up in three groups and negotiate with your group mates. One party represents a small start-up with seemingly inferior bargaining position and the other one the large corporation.

Getting the critical decisions right

Workshop leader: Adrian Chye

In this workshop, the participants will come to appreciate how one decision can have a direct/indirect impact on the future growth of the company. In that sense, there isn't really a right or wrong decision. Participants who are interested in the digital media space would find this workshop most interesting.

1. Part - introduction and group discussion
2. Part - interactive group work