

# LBG INNOVATOR'S ROAD

TAILOR MADE SUPPORT FOR ACADEMIC FOUNDERS

FROM PROTOTYPE TO (FIRST) PRODUCT  
WITH SUSTAINABLE BUSINESS MODEL

programme  
patronage 2021:



**unicorn**  
START-UP &  
INNOVATION HUB

initiated by:



developed by:



# LBG INNOVATOR'S ROAD

YOUR JOURNEY TOWARDS BECOMING

A SUCCESSFUL ENTREPRENEUR

## PARTICIPANTS

10 innovative spin-off founders from Austrian universities/scientific institutions



### MENTORS

Arun Muthirulan, Shailendra Vyakarnam,  
Werner Wutscher, Miranda Weston-Smith,  
Klara Brandstätter, Anna Winklehner, Stefan Benke



### NETWORK

more than 50 international experts, corporates,  
serial-entrepreneurs, investors like Martina Zachhuber,  
Jörg Schönbacher, Abel Ureta-Vidal, Harald Oberrauch,  
Christine Scharinger, Olav Carlsen, Philipp Kinsky etc.



### PROVEN PROGRAMME DESIGN

Inspiring, high-quality learning environment (Excellent input  
of know-how, individual mentoring sessions, peer-learning).  
Based on a proven methodology from the Cambridge  
cluster - The Triple Chasm Method - implemented and  
further developed on the I.E.C.T. - Network.



## SUCCESSFUL ENTREPRENEURS

## WHAT IS THE IDEA OF THE LBG INNOVATOR'S ROAD?

The LBG Innovator's Road Programme supports participants along the commercialization journey of their ideas. With a scientifically recognized approach, founders can identify the most relevant topics to work on at the right time. This way they are able to make significant progress along their roadmap. Within the Innovator's Road Programme participants work intensively on topics such as protecting your idea, getting to know your target market in detail, raising finance, building teams and selling your idea. The design of the whole programme allows founders to work individually on their relevant topics at the appropriate time.

Especially budding entrepreneurs who require practical know-how in the development of a new business find the ideal setting in the LBG Innovator's Road Programme. The overall aim is to provide participants with know-how from experienced mentors and serial entrepreneurs as well as with national and international networks.

## WHAT ARE YOUR BENEFITS?

- \* Gain the inspiration, motivation and tools required to take the next steps of commercializing your idea
- \* Understand the process of taking novel technologies to market
- \* Determine the best business models and marketing strategy for your idea
- \* Have a great time to accelerate your idea in response to customer needs more effectively
- \* Experience global mentoring from senior entrepreneurs
- \* Become part of a vibrant, like-minded community
- \* Improve your entrepreneurial skills and expand your social network relating to your idea

## WHAT IS HAPPENING DURING THE PROGRAMME?

### COMPREHENSIVE SUPPORT FOR START-UPS ON THE WAY TO MARKETABILITY

- ★ Individual evaluation on the respective degree of commercialization of a start-up including the creation of a roadmap for the further process
- ★ Tailor-made training modules that use state-of-the-art start-up methods
  - Topics:
    - Developing entrepreneurial vision and understanding of customers
    - External vectors: Understanding the mechanisms to reach your target customers and markets
    - Internal vectors: Developing strategies for fundraising and IP for your venture, what kind of team do you need and what is your role as a founder?
    - Composite vectors: Determining the best business models for your venture, and securing and working with your first customer(s)
- ★ Individually tailored 1-to-1 mentorings including a key contact person
- ★ Access to markets, financing and expertise as well as specific matchings with established companies
- ★ Peer-2-Peer learning within the cohort and with other founders
- ★ Programme organisers are embedded in the scientific and economic environment and thus offer the advantages of both worlds
- ★ Access to a virtual programme network tool in order to track progress, assess the project and establish an online expert network

## LBG INNOVATOR'S ROAD PROGRAMME ONLINE

If regulations due to Covid 19 demand remote settings, the programme parts that are affected will be held online. The success proven programme will take a leap and move to the online world – without neglecting its most relevant assets: focus on **capability building** as well as allowing room to build up unique **social capital**. No matter if offline or online – you can count on being supported on a high-quality level and you are going to become part of a lively network.

## IN A NUTSHELL

- ★ Integrative learning and networking experience through solid tools and tested approaches
- ★ Connecting all players of the ecosystem
- ★ Providing/teaching an entrepreneurial methodology
- ★ Connection to internationally experienced experts, mentors and investors
- ★ Being part of the I.E.C.T. – Summer School 2021
- ★ Long term entrepreneurial education by using the I.E.C.T. – Network as operating system

high-quality  
support in an  
international  
network



In this program, we were so fortunate to work with amazing facilitators and gain access to their outstanding networks in life science and entrepreneurship. We've been able to expand our asset portfolio as a company and collaborate with corporate partners much faster than we ever imagined!

Julie Rosser, PreGenerate

## FACTS & FIGURES FROM COHORT ONE:

OCT 2019 – JUL 2020

The participants of the first cohort showed a broad variety of different institutional backgrounds from the scientific environment as well as different fields of research. This compilation allowed all involved players – be it the participants, mentors, experts – to benefit from a highly interactive learning environment and fostered a steep learning curve.

### INSTITUTIONS

- AIT
- BOKU
- IST Austria
- Universität Klagenfurt (Lakeside Labs)
- LBG
- Universität Graz
- VetMed Vienna
- TU Graz
- TU Wien

### FIELD OF RESEARCH

- Medical Biotechnology
- Life science
- Molecular Diagnostics
- Process Automation
- Robotics
- Cloud
- Semiconductors
- Hardware

## SOME ACHIEVEMENTS 2019-2020



10  
ALUMNI



5  
PROTO-CUSTOMERS  
IDENTIFIED AND  
CONTRACTS  
MADE



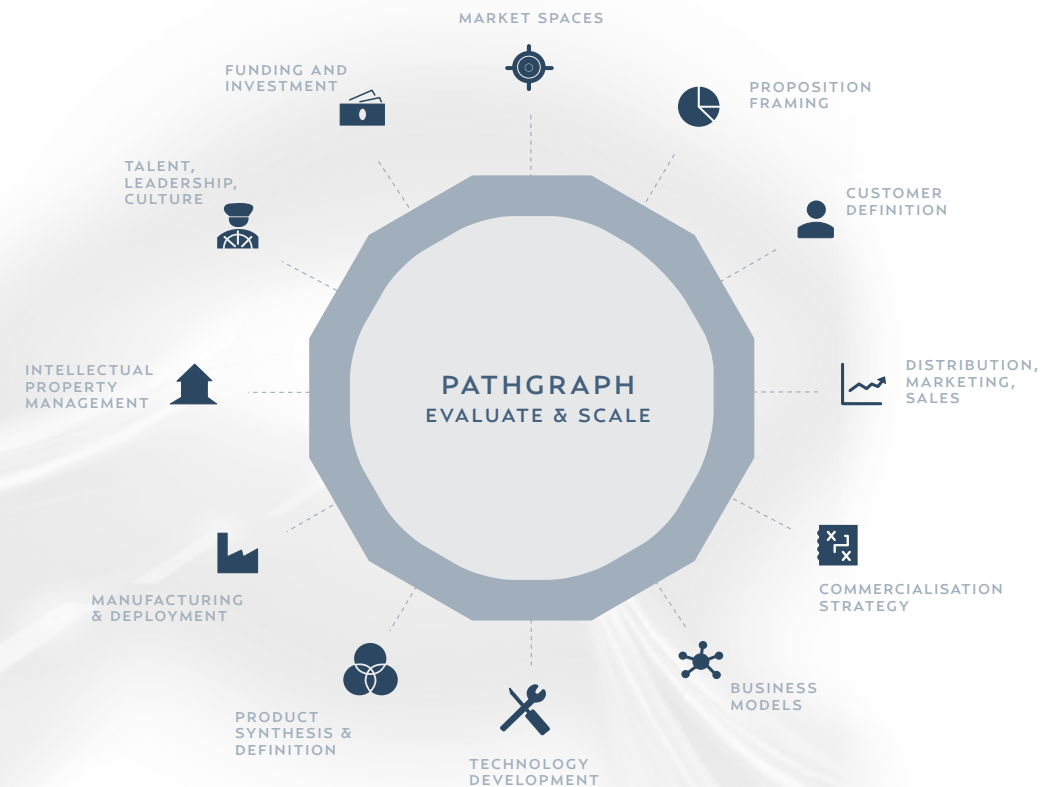
6  
FOUNDED  
COMPANIES



DEFINED  
IP STRATEGIES



CLEAR  
INVESTMENT  
STRATEGIES /  
FUNDINGS  
RECEIVED



## WHO ARE THE PROGRAMME PARTNERS?

The LBG Innovator's Road Programme will take place for the second time: the programme patronage is taken over by the University of Graz, jointly run by the I.E.C.T. – Hermann Hauser (Institute for Entrepreneurship Cambridge Tirol) in cooperation with New Venture Scouting (NVS) and the Ludwig Boltzmann Gesellschaft (LBG).

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*programme patronage 2021*

**Uni Graz**

[www.uni-graz.at](http://www.uni-graz.at)

**unicorn**  
START-UP &  
INNOVATION HUB



With 31,000 students and 4,300 employees the University of Graz contributes significantly to the vibrating life of the Styrian capital. Its location in Europe encourages a lively scientific, economic and cultural exchange with South-East Europe, from which not only the city benefits, but also its educational institutions.

As one of the main focuses, the brand-new unicorn center for startups and innovation at the university campus supports the development of spin-off companies from university research. The program patronage for LBG Innovators Road perfectly fits to the strategy becoming an entrepreneurial university.

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*initiated by*

**Ludwig Boltzmann Gesellschaft (LBG)**

[www.lbg.ac.at](http://www.lbg.ac.at)



The Ludwig Boltzmann Gesellschaft is a research institution with a thematic focus on medicine, life sciences and the humanities, social sciences and cultural sciences, and is specifically targeting new research topics in Austria.

Together with academic and implementing partners, the LBG is currently running 20 institutes and develops and tests new forms of collaboration between science and non-scientific actors such as companies, the public sector and civil society.

Socially relevant challenges, to which research can contribute, are to be recognized at an early stage and taken up. In 2016, the LBG Career Center, which is supporting 200 pre and postdocs, has been set up. In addition, the LBG Open Innovation in Science Center (LBG OIS Center), which is revealing the potential of open innovation to science, was launched.

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*developed by*

**I.E.C.T. – Hermann Hauser**

[www.iect.at/iect](http://www.iect.at/iect)



The I.E.C.T. – Hermann Hauser is an essential motor for the development of young, promising, international entrepreneurs, start-ups/spin-offs and scale-ups by focussing on providing science-based entrepreneurship and international ecosystems. They create networks across all industries – be it ecosystems, serial entrepreneurs, investors, business angels, start-ups, universities or established companies. I.E.C.T. – Hermann Hauser generates new knowledge and successful new projects on a national and international level. After all, they invest in the most promising ideas in research, science and technology with know-how, network and smart money.

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*developed by*

**New Venture Scouting (NVS)**

<https://nvs.co.at/>



New Venture Scouting (NVS) is a private consulting firm, that operates with established companies as well as start-ups. It was founded in 2013 by Werner Wutscher and since then has contributed to shaping a start-up friendly ecosystem. That includes conception and application of start-up support and methods of its validation.

The two main service offerings of NVS are

- start-up and spin-off support to develop market and investor readiness.
- set up and guide processes for corporates to establish cooperation with start-ups.



## HOW TO APPLY?

Applications are possible until 25<sup>th</sup> of April 2021 and have to be submitted digitally via [www.innovatorsroad.at](http://www.innovatorsroad.at). If you have any questions regarding the application, please send an email to [innovatorsroad@iect.at](mailto:innovatorsroad@iect.at).

- 1 Go to: [network.iect.at](http://network.iect.at)
- 2 Choose „LBG IRP“
- 3 Start-Up
- 4 Register for Programme: LBG IRP
- 5 Fill out your profile

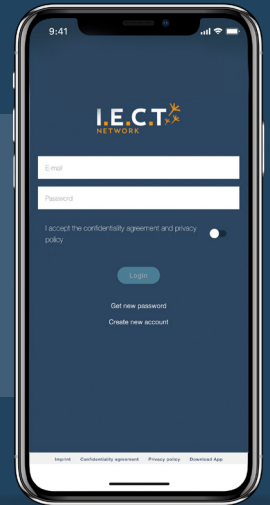
Please be prepared to answer the following questions and upload these documents.

### Attachments

- CV
- Letter of Motivation
- Pitch Deck (if available)

### Questions about

- Business Model
- Product Proposition
- IP and Funding



- 6 Application Call
- 7 Jury Session
- 8 Decision

You will get an official confirmation by latest mid of May.  
Kick-Off starts on 20.5.2021

### Costs

The programme is free of charge for the participants (excl. travel expenses, accomodation and meals) and is financed by the funds of the University of Graz.

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## CONTACT

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