

OIST Innovation Entrepreneurship Training Program

Stage 1: Explore – Online training program

Dates: 1st, 8th and 15th November 2023

Time: 15:00-18:00 JST (UTC +9)

11:30-14:30 IST (UTC +5:30)

7:00-10:00 CET (UTC +1)

1 Background

Of all applications received, the top 25 teams will be selected to join this stage - a 10-hour online course in November 2023, to help you explore the most interesting business opportunities around your startup idea. At the end of it, you make a slide deck with your learnings that you will present in a video. The top 12 winning video pitches will make it through the next stage. **All sessions will be conducted in English.**

2 Online Training Program – Modules and Review

The online training program consists of three modules:

Module 1 (1st Nov, 2023): Founder's Dream and Team

The first module is about the heart of every startup, the founder's dream, and how startups are a resource challenge to make that dream a reality. We turn the founder's dream into a quantitative goal. Secondly, we'll quickly discuss building a team and get a sense of how far the startups have progressed in this respect. The module results in a slide with the founder's dream and an overview of the current team.

Module 2 (8th Nov, 2023): The Deal

The second module of the introductory training is what we call 'the deal'. The deal is the shortest way to describe what a startup does for its customers. It explains in one sentence what a company will be selling to which customer at what price. Again, this module results in a slide that the founders can use in their future presentations for potential clients, partners, and investors.

Module 3 (15th Nov, 2023): Market segmentation & Customer interviews

For this module, we'll look at how startups can decide where they want to focus, not from a technology perspective but from the potential customer's perspective. The skill required for that is market segmentation. Behind it is the insight that a startup can only succeed if it has a very good understanding of the market and that it needs to strongly focus its efforts to create a value proposition for a niche market. This module results in two slides, one about the customer segment the founders want to focus on and one on the potential market size.

Preparing pitch deck & video (15th Nov, 2023)

In this shorter module, we provide participants with a deck structure that they can use to prepare their pitch video. Additionally, we will offer practical tips for their presentation. Participants will have to submit their videos by Nov 22nd, which will be evaluated by a Review Panel at OIST.

The top 12 teams will be invited to participate in the Startup Bootcamp (Stage 2) on the OIST campus.

About the trainer:

[Frans Nauta](#) is the course director and lead trainer. He is the founder and director of Faculty of Impact, a 2-year deep tech fellowship program for PhD's and postdocs in the Netherlands. The program is inspired by Cyclotron Road in Berkeley and Runway at Cornell Tech.

Earlier, he was the founder of the Climate-KIC Accelerator, the world's largest support program for cleantech startups. Over its 8 years of operation, it supported more than 1,500 startups that raised over 2 B€ in follow-on funding. He also founded ClimateLaunchpad, the world's largest green business ideas competition. It operates in 60 countries and has supported more than 4,000 teams. As director of Entrepreneurship of EIT Climate-KIC, he was responsible for the development of the entrepreneurship centers at the regional centers across the EU.

He has worked as a visiting scholar at the Haas School of Business at UC Berkeley, as professor of innovation at HAN University in the Netherlands, and as curriculum director at Cyclotron Road, the deep tech startup accelerator program of Lawrence Berkeley National Lab. Before his work in academia and with startups, Frans was the innovation director at the Dutch Prime Minister's Office and the founder of Knowledge Land, the leading Dutch think tank on the knowledge economy.