

Workshop Application

Fill out the required information on the following pages and submit the form by email **until latest October 31, 2020:** info@bench2biz.ch

Event Details

Dates

Kick-off event	Monday, November 23, 2020	2:00 pm - 5:00 pm
Day One	Tuesday, November 24, 2020	2:00 pm - 6:00 pm
Day Two	Wednesday, November 25, 2020	2:00 pm - 6:30 pm
Day Three	Monday, November 30, 2020	2:00 pm - 6:00 pm
Day Four	Friday, December 4, 2020	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 to the UNIGE. As such, high-security end-to-end encryption is ensured.

bench2biz is a joint initiative of



Supported by



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 to the customer. Do not put emphasis here neither on technical(-> 2.2. Abstract) nor business aspects (->2.6. Idea context):

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 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



- 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

(gone to the company)












- No money yet
- 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

(gone to the university research)



- Nothing
- A few years. A few hundred thousand
- 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 Have a rough vision 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 1 or 2 small volume, beta-customers and/or a design partner Numerous qualified market surveys have been completed
Financials	  	None Back of the envelope calculations Reasonable spread sheets 5-year P&L including detailed assumptions for expense and revenue.
Company formation	 	Nothing Appearing with company name Incorporated

2.6. 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).

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.