

# SCM Workshop Application

Fill out the information on these pages and send them by email to SwissCompanyMaker (SCM) by January 30, 2017: [info@swisscompanymaker.ch](mailto:info@swisscompanymaker.ch).

## Event Details

### Location

Campus Biotech - 9 Chemin des Mines - 1202 Genève

### Dates

Kick-off evening	Monday, March 20, 2017	5:00 pm - 9:00 pm
Day One	Tuesday, March 21, 2017	8:30 am - 7:00 pm
Day Two	Tuesday, March 28, 2017	8:25 am - 6:00 pm
<input type="checkbox"/> Networking apéro (opt-in)	Tuesday, March 28, 2017	6:00 pm - 9:00 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 Two. Selected champions are expected to fully commit to the programme.

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## 1. Applicant's information

Name:

Address:

Phone:

Email:

Explain your affiliation and/or your idea's connection to your source institution (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):

## 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:

Interested & available March 20, 21, and 28:

Name:

Role in venture:

Interested & available March 20, 21, and 28:

Name:

Role in venture:

Interested & available March 20, 21, and 28:

## 2.5. Idea status

Please highlight the approximate status of your idea by selecting the appropriate boxes in the SCM criteria table below. Please note that:

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

The SCM 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 SCM mission.

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	<input type="checkbox"/> Invention record <input type="checkbox"/> Provisional, pending <input type="checkbox"/> Issued

Team resources	<input type="checkbox"/> There is no “idea champion” <input type="checkbox"/> Champion exists <input type="checkbox"/> Champion +1 / 2 are willing to or help a bit <input type="checkbox"/> Champion +1 / 2 have already been working on this part time <input type="checkbox"/> Full team of committed resources covering technology, marketing and business formation
Team alignment with vision & plan	<input type="checkbox"/> Don't know the vision yet <input type="checkbox"/> Have a rough vision <input type="checkbox"/> Could use more alignment <input type="checkbox"/> Well crafted vision and alignment
Application & products	<input type="checkbox"/> Haven't considered any applications <input type="checkbox"/> Have some in mind <input type="checkbox"/> Aspects have been prototyped <input type="checkbox"/> Integrated working prototype exists <input type="checkbox"/> Have many and/or strong beta customers. Already selling product
Market research	<input type="checkbox"/> None <input type="checkbox"/> Some internet-based information <input type="checkbox"/> Mapped and prioritized potential markets <input type="checkbox"/> Market attack plan, collateral and sales training exist
Market input	<input type="checkbox"/> None <input type="checkbox"/> A few conversations with potential customers and users <input type="checkbox"/> 1 or 2 small volume, beta-customers and/or a design partner <input type="checkbox"/> Numerous qualified market surveys have been completed
Financials	<input type="checkbox"/> None <input type="checkbox"/> Back of the envelope calculations <input type="checkbox"/> Reasonable spread sheets <input type="checkbox"/> 5-year P&L included detailed assumptions for expense and revenue. Development and operational years
Company formation	<input type="checkbox"/> Nothing <input type="checkbox"/> DBA filed <input type="checkbox"/> Incorporated