# The OPPORTUNITY RECOGNITION program
# 16-20th March, 2015, Budapest

## Rationale and methodology

The course is part of the I & E Business Competence program, offering doctoral candidates an innovation and entrepreneurial mindset. We do not aim to create general entrepreneurs, but rather indent to change way of thinking from research-orientation towards business reality. Thus the OR course offers only basic background knowledge about the startup world and allows students to explore business opportunities related to their former research achievements. Methods are blending short lecturing ("Theory", in yellow), live discussions of cases and team-based hands-on work on planning tasks (green). Cases have to be studied in advance to ensure you can actively participate in discussion. Daily work will cover appr. 2 x 3 hours with a lunch break, followed by some social activities (pink). A mix of experienced university lecturers and businessmen will lead you on the way and – as we do hope – working in an international community will provide a good experience for your future career.

The program structure can be seen below:

| Stage | Schedule | Cat | Topics |
|---|---|---|---|
| Intro-duction | Monday 10.00 a.m. | Live, 30' | Introducing participants. Working methods. Use of the virtual, shared class workplace. |
| | | Live 45' | Learn from a case: Success and failure at an ICT startup |
| | | Theory 30' | The "Research Canvas":  From Science to Business Who You Are and Evaluate Your Research |
| | | Task 45' | Create your Research Canvas: steps from science to business |
| | | 30' | **Lunch break** |
| | | Live 90' | Research Canvas Workshop: present your ideas to class. Voting to ideas. Forming small "business teams". |
| | | Live 45' | **Social program**: Introducing Budapest DTC, visit DTC / ELTE facilities. Questions and Answers. |
| Work-day #1 | Tuesday 9.00 a.m. | Theory 50' | Planning a startup #1: Opportunity recognition methodologies - innovation, ICT market, main trends, marketability |
| | | Task 60' | Opportunity identification: teams work on market research and build a small presentation |
| | | Task 4 x 15' | Q & A: Presentation and discussion of business teams – "Market Fit of the Idea" |
| | | 30' | **Lunch break** |
| | | Theory 50' | Planning a startup #2: Business Models, Business Processes |
| | | Live 50' | Meet a Hungarian startup |
| | | Live 45' | **Social program** |

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| Work-day #2 | **Wednesday 9.00 a.m.** | Theory 50' | Planning a startup #3:<br>The Business Model Canvas methodology: the customer side |
| | | Live 45' | Learn from a case:<br>Innovative product and customer orientation |
| | | Task 50' | Teamwork: building the Canvas plan -<br>customer need and segment, value proposition, CRM, channels |
| | | 30' | **Lunch break** |
| | | Theory 90' | Guest lecturer:<br>Property rights (IPR) and ICT innovation |
| | | Live 30' | Learn from a case:<br>Pricing and selling software |
| | | Theory 30' | Learn documentation:<br>The Elevator Pitch and the OnePager document |
| | | 30' | Social program |
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| Work-day #3 | **Thursday 9.00 a.m.** | Theory 60' | Planning a startup #4:<br>Activities, resources, costs, revenues, prices, branding. |
| | | Task 90' | Teamwork: building the Canvas plan -<br>key activities, resources, costs, revenues. EP and OnePager. |
| | | Live 4x10' | Q and A session: Teams present their<br>Elevator Pitch and OnePager document |
| | | 30' | **Lunch break** |
| | | Theory 30' | Planning a startup #5:<br>Financing a new business at start and at growing. |
| | | Live 45' | Guest lecturer: Seed money, risk capital<br>Questions and Answers |
| | | Theory 30' | The art of presentation:<br>how to meet a financier, an angel investor, or a banker |
| | | Live 45' | **Social program:**<br>Visit a Hungarian startup |
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| Closing day | **Friday 9.00 a.m.** | Live 30' | Learning from a case:<br>A growing startup |
| | | Task 90' | Teamwork: Finalizing your Canvas Model.<br>Creating documents and presentation |
| | | 30' | **Lunch break** |
| | | Task 4 x 15' | The Dragon's Den Show:<br>Present your brainchild to a jury of "financiers"<br>Questions and Answers |
| | | Live 30' | Falloff:<br>Discussion about research past, learning present and business future. Questions and answers on an ICT career. |
| | | Live | **Social program:**<br>A farewell reception |

Case texts and necessary templates for planning will be distributed on a shared platform in time.