



NTNU SCHOOL *of* **ENTREPRENEURSHIP**

VISION

To educate the best business
developers in the
world

“NOT BECAUSE IT’S EASY...”

Highly competitive and selective program

Hundreds of applicants

75 interviews, up to 35 students enrolled

Combining theory and practice

Full academic workload in parallel with business launch

Culture of ambitious goals

Focus on success through hard work, enthusiasm and a collaborative mentality

ONE PROGRAM TWO STRATEGIES

ENTREPRENEURSHIP

EDUCATION

- State-of-the-art Master program focused on entrepreneurship and commercialization of technology
- Combination of technology management and specialized courses based on three year Bachelor degree

50 % of courses directly connected to commercialization project

BUSINESS LAUNCH

- Plan and execute the launch of a new business
- Contribute to commercializing technology from Norwegian research institutions, industry and innovation clusters

BUILD a future business

STARTUPS

350+ MNOK

Equity financing and
public funds

300

Workspaces created

40+

Startups since 2003

20+

Active startups as of 2014



VERDANDE
TECHNOLOGY



PramPack™



RENDRA

stereo
WAKESKI CO.

Db
douchebags™

havtek

feat.fm

CONNECTLNG

START-UP AVAILABLE RECOURCES

THE INCUBATOR

All start-ups located in our incubator facilities for 2 years

DEDICATED MENTORS

Each team provided with a dedicated mentor, with comprehensive relevant experience

EXTENSIVE NETWORK

International partners and continuous involvement from Norway's most competent alumni network within entrepreneurship

COURSES & LECTURES

Custom tailored course-package and frequent guest lectures from experienced professionals

PRE-SEED FUNDING

Access to early-stage finance through e.g. NTNU Discovery, "Pengesprøyten" and business competitions

PROTOTYPING

Access to workshops and manufacturing facilities at NTNU and industrial partners

PARTNERS



NORDIC FIVE TECH



FEASIBILITY STUDIES

A feasibility study at NTNU School of Entrepreneurship is an efficient and unique way to explore the commercial potential of your business ideas.

FEASIBILITY STUDIES

OVERVIEW & OBJECTIVES

- **A student team (3-5) work intensely over 5 days with research and analysis of a business concept, delivering:**
 - A written feasibility report
 - A written and oral presentation
- **Objectives of feasibility study:**
 - Qualify the technical reliability and commercial potential of the idea/concept
 - Qualify the commercialization process: Time, resources and strategy needed to succeed
 - Qualify the intention and motivation of the inventor/concept owner
 - Qualify the appropriateness and expected role of a student team
- **The conducted feasibility study is the basis for further collaboration between concept owner and a team from NTNU School of Entrepreneurship**
 - Student teams are formed and projects selected before the year-end

FEASIBILITY STUDIES PROCESS



*Inventor/concept owner provide "one pager" with overall concept presentation (or equivalent)

**Work is normally performed from NSE's offices at NTNU, however it can take place off-site if deemed appropriate

FEASIBILITY STUDIES

MAIN CONTENT

TECHNOLOGY & PRODUCT/ SERVICE

Novelty
IPR
Scalability
Application areas

ORGANIZATION

Inventor and/or
concept owner
Role of
student team

MARKET & INDUSTRY

Value Chain
Segments
Barriers of entry
Competitive landscape

STRATEGY & FINANCIALS

Potential business models
Financial potential
Capital need
Funding sources

FEASIBILITY STUDIES

EXPECTATIONS OF IDEAS & INVENTORS

BUSINESS IDEAS:

- Can be both technical or non-technical
- Can be both “technology push” or “market pull”
- Can be both “short term” or “long term”
- Student team should have the possibility to obtain influence over business decisions

PROCESS

- Idea submitted in a timely manner providing overall concept presentation (“one pager”)
- Access and availability to all key people connected to the concept in the feasibility period

FEASIBILITY STUDIES

CONFIDENTIALITY

- All students sign non-disclosure agreement (NDA) when enrolled in program
- All faculty and associated personnel have signed NDA
- Inventor/concept owner have full authority over information sharing with third parties during feasibility analysis