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
START-UP
AVAILABLE RESOURCES

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
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

DAY 0
- STUDENT TEAM RECEIVE ONE PAGER AND MEET INVENTOR/CONCEPT OWNER*

DAY 1-3
- RESEARCH & ANALYSIS

DAY 4
- DELIVERY OF FEASIBILITY REPORT

DAY 5
- PRESENTATION TO FACULTY PANEL AND REPORT DELIVERY

*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
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