

Financing your StartUp (and academic research project)

Four-hour introduction (Online)

Organiser: femInno (ETHZ, UZH, UniBS)

Date: 11. Nov. 2020

Time: 18:00 -22:00 h (Q&A – 22:30 h)

Location: Online (Zoom),



<https://zoom.us/j/99723696202?pwd=Z05sWDNsaXZLN29CZnp1dGtQUU1XZz09>

Meeting-ID: 997 2369 6202

Kenncode: 341782

Target Group: PhD & Postdocs interested in becoming entrepreneurs

Topic:

Obtaining the right funding at the right time is crucial for the success of a start-up, but also in the academic career. There are many ways to obtain loans and capital for companies. In four hours, we offer a systematic overview of the most important forms of financing and a few concrete offers in Switzerland, the EU (HorizonEurope) and other global growth markets. The academic phase prior to spin-offs is also included when it comes to developing a strategy for acquiring funding.

An important piece of information will also be to shed light on the proportion of finance that effectively flows into women's businesses. Overcoming this fruit oracle of discrimination against male colleagues is a major challenge. It is not a lack of self-confidence, as so much is claimed, that the women founders lack, but pure pragmatism. Making profit is also female! And female academics are by no means naive or risk averse. Accordingly, the participants are motivated to make clever plans on how they can make their entrepreneurial contribution against all odds.

Objectives:

- At the end of the course, participants understand the importance of a well-structured grant portfolio to finance their start-up and/or academic career;
- They are familiar with the main (inter-)national public Research Funding Organisations (RFO) and have identified the requirements, deadlines, and application processes of the most common Swiss and European funding schemes. They are aware of the opportunities and limitations of business angles contributions, private equity, venture capital and bank loans
- Participants can use databases of current and past funded projects to identify important stakeholders, typical project sizes, amounts of funding, and project duration which helps them scale and structure their own start-up and project ideas;

- They are familiar with the information portals and the electronic proposal submission tools and know how to use these to identify opportunities, find and learn more about relevant funding schemes and their application processes.
- Finally, the participants understand the main principles of grant application, the main reasons why start-up and grant proposals fail, unwritten rules and how to improve their chances of success.

Participants' contribution:

To make the most out of this training, participants need to identify their start-up idea or research topic beforehand. They also need identify and familiarize themselves with the funding programmes they would like to apply to and mobilise resources (share experiences, get support, look at grants of peers, network,) from their research team.

Trainer



**Dr. Andrea F.
Degen, MD**

Expertise

Fund Acquisition, Research Management, Grant Writing, Science Entrepreneurship

- ◆ 20 years of experience in fundraising for science & innovation (S&I) in the life sciences, energy, environment, etc.
- ◆ Since 2006 co-coordinator and managing partner in international S&I projects
- ◆ Founder and Managing Partner of EUrelations AG, Research and Innovation Management Agency in Technopark Zurich since 2006 www.eurelations.com
- ◆ 2000-2005 Swiss NCP (National Contact Person), to the European Union for Framework Programme 4-6 at www.Euresearch.ch
- ◆ Serial entrepreneur and winner of the “Seal of Excellence” of the EIC (European research Council) in Horizon2020. This for her recent start-up in the mental health domain: www.ifmh.ch

Private life: Married since 30 years, three adult sons.