



The Collider OnCampus LLP

Presentació programes
territoriais d'emprenedoria

Data: 10/09/2020

Contact: Manuel Palacin (mpalacin@mobileworldcapital.com)

Projecte:
Dinamització de la Comunitat
Científica Emprenedora de
Catalunya

In collaboration with



Generalitat de Catalunya
**Departament d'Empresa
i Coneixement**

Agenda

- Context OnCampus
 - D'on sorgeix el programa OnCampus LLP
 - La comunitat LLP de Catalunya
 - Qui l'organitza, qui col·labora i a qui va adreçat
- El programa OnCampus
 - Com funciona un programa LLP
 - Calendari & Syllabus
- L'operativa dels 4 programes territorials
 - Qui coordina els programes
 - Com podeu ajudar amb la promoció de la convocatòria i la selecció de projectes
 - Com podeu participar vosaltres (TTOs) del programa

La col·laboració

La col·laboració entre The Collider i el Departament d'Empresa i Coneixement s'articula sobre 3 eixos durant 3 anys (2020, 2021, 2022):

A) POTENCIAR COMUNITAT DE RECERCA EMPRENEDORA

Creació d'una comunitat de professionals, estudiants i investigadors que inclou un Portal Online i trobades presencials:

- 4 trobades/any (1 per territori) de 1 dia amb workshops i disseminació de resultats i bones pràctiques.
- Community Portal on donar visibilitat als membres a través d'un directori públic

B) PROGRAMES LOCALES THE COLLIDER ONCAMPUS

- Programes d'emprenedoria científica que accompanyin a les OTRI en la valorització de projectes científics. Cada programa inclou*:
- Validació amb la indústria “customer discovery & validation approach”
 - Acompanyament amb tutors i mentors
 - Entrevistes amb la indústria
 - 4 programes/any (1 per territori)

*No inclou: espais, producció de la promoció de call, selecció de projectes, tot i que es donarà assessorament per fer-la.

C) METAPORTAL D'INNOVACIÓ TECNOLÒGICA

MetaPortal que agrega informació de projectes OnCampus on l'usuari de la plataforma és la indústria. Es pretén posar una capa de metadades* a sobre de cada projecte científic incloent informació de mercat:

- Potencials casos d'ús industrials on aplicar la tecnologia
- Indicadors de mercat de cada cas d'ús (valor de mercat i creixement)
- Estat de maduresa de la tecnologia
- Estat dels drets d'explotació comercial de la propietat intel·lectual
- Punt de contacte

The Collider LLP Community



INSTITUTIONS
62
Entities

Universities
Research Centers
Technology Centers
Government entities

PARTICIPANTS
157
TTO & Innovation
Managers

Aggregating 2019 and 2020 editions

The Collider LLP Train-the-Trainers 2020 led by Jerome Engel (UC Berkeley), Faculty Director of NSF I-Corps. Barcelona, March 2020

Hosts & Partners

Des del  Generalitat de Catalunya
Departament d'Empresa i Coneixement

s'han seleccionat 4 hosts universitaris en 4 territoris catalans des dels quals es llençaran els 4 programes OnCampus però que aglutinaran projectes d'altres institucions del seu territori

PROGRAMES ONCAMPUS

4

A territoris catalans

- Barcelona (UAB)
- Girona (UdG)
- Lleida (UdL)
- Tarragona (URV)

TARGET

Equips (1-4 PAX) amb un projecte tecnològic en TRL 1-3 en fase idea/concept amb afiliació a institucions de recerca catalanes.

Student Group
MBA
Master
Undergrads*

Research Team
PI
PhD candidates
PostDoc

*Only Undergrads linked to research projects of Research Groups

ONLINE PROGRAM

Online Program
7 week

Certification in
LLP

Flipped
classroom
Feedback

Mentoring
12 h

Validate your
project with the
Industry



APPLY NOW:

<https://thecollider.tech/oncampus-cat2020/>



OnCampus: bringing research ecosystem closer to Industry



In collaboration with
 Generalitat de Catalunya
Departament d'Empresa
i Coneixement

Context

Historically, we assumed that startups were simply smaller versions of large companies, and so we believed that the strategy we should use to build and run a startup should follow good practices for running large companies.

What Steve Blank from Stanford University and many other experts realized, was that startups are not like big companies, and they need different processes to build and grow. We now define a Startup as a temporary organization designed to find a scalable, repeatable business model. The emphasis on finding a business model versus executing a plan is at the heart of the Lean Startup methodology.

In this context, Steve Blank developed a curriculum called Lean LaunchPad® to guide promoters through the process of testing and developing business models based on querying and learning from customers. The methodology has been tested time after time at top universities around the world, such as Stanford, UC Berkeley, Columbia, Imperial College London, Oxford University, among others, with high successful acceptance.

The Collider LLP® OnCampus program is based on the Lean LaunchPad syllabus with some changes to adapt it to the specific context of the Spanish research ecosystem. The OnCampus program draws heavily from the Lean Startup methodology, pushing research teams to literally leave the Lab, talk to potential customers and quickly iterate and pivot their projects based on the gathered feedback.



Why The Collider LLP OnCampus: an entrepreneurship program for researchers

The Collider LLP OnCampus program pursues to maximize the impact of technology assets **developed by researchers by accelerating the transition “from Lab to the Industry”**

COMMUNITY AWARENESS

The program provides entrepreneur skills to researchers and evaluates their willingness to initiate a tech venture

INDUSTRY VALIDATION

The LLP methodology provides Industry feedback before launching a tech venture and a strategic framework based on evidence

OPPORTUNITY IDENTIFICATION

The outcome of the program facilitates the valorization process of Technology Transfer Offices identifying the most promising projects

The main goal of OnCampus LLP is to generate impact by fostering evidence-based entrepreneur culture within the research community. The more scientists join this mindset change, the more number of impactful projects will have.

What is Lean LaunchPad (LLP) Methodology?

Lean LaunchPad (LLP) is an entrepreneurship methodology created by Steve Blank to test and develop business models based on querying and learning from customers.

EXPERIENTIAL LEARNING

LLP methodology is a reversal of the traditional approach to entrepreneurship, which historically meant developing a business plan behind a desk, pitching it to investors, forming a team, building the product and then selling as hard as possible. LLP reduces the high, upfront costs that would normally come with developing and perfecting a product before debuting it to the world.

BASED ON SCIENTIFIC METHOD

LLP methodology is based on the scientific method and combines experiential learning with the 3 building blocks of a successful lean startup: "Business Model Canvas", "Customer Development Model", and "Agile Engineering". During the program, students interview potential customers in order to validate or invalidate their hypotheses, as expressed in the Business Model Canvas

STRUCTURED PROCESS

LLP methodology boils down to several key components:

- proposing a business opportunity in the form of a "hypothesis" about a need in the market
- defining the essential building blocks for the proposed
- quickly testing the assumptions about the market and customer needs by getting out and talking to lots of people
- adjusting the product or service based on all the feedback, and then launching a MVP

Success stories of LLP implementation in the research context: I-Corps®

Since 2011, National Science Foundation (NSF) from the US Government organizes I-Corps, an accelerated 7-week version of LLP in which teams composed by researchers, students and business mentors are pushed, challenged, and questioned to validated their tech projects. Over 1450 Teams from over 230 universities have been trained.



OnCampus program in a nutshell

The OnCampus enables technology projects to validate its value proposition with the industry in only 7 weeks

10 Sept – 12 Oct 2020
Call for Projects

12 Oct-25 Oct 2020
Selection

26 Oct-11 Dec 2020
7-week Oncampus program

DEMODAY

1

2

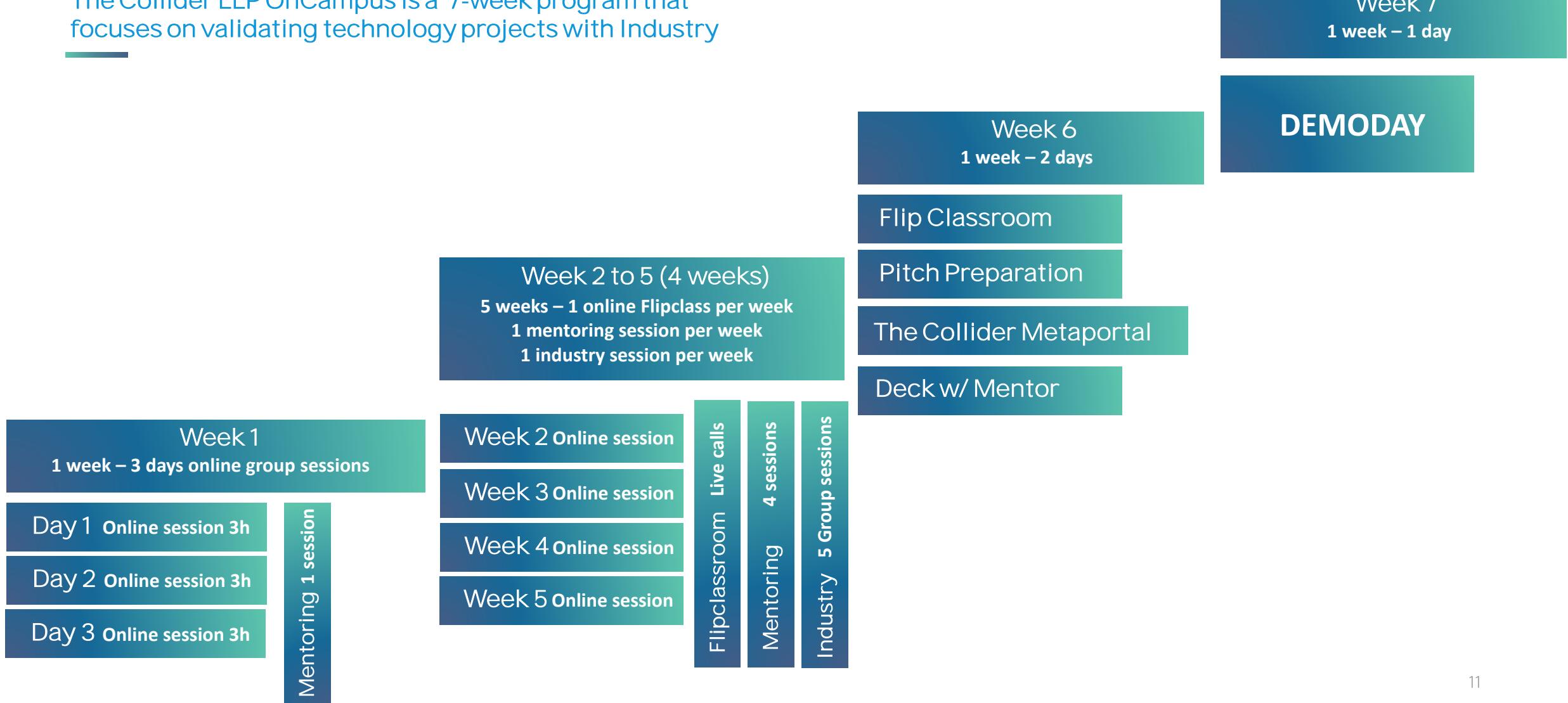
3

EXPECTED OUTCOME

Materials: Business Model Canvas & Pitch Decks from projects
Projects potential: Identification of the most promising projects
Personal profiling: Identification of researchers with entrepreneurial mindset that could spread the culture in the community

OnCampus program in a nutshell

The Collider LLP OnCampus is a 7-week program that focuses on validating technology projects with Industry



OnCampus week structure

The Collider LLP OnCampus is a 7-week program that focuses on validating technology projects using Lean Startup tools like Business Model Canvas and Customer Discovery/Validation.

PRESENTATION DAY

3h Flipped Classroom
ONLINE
moderated by LLP
Instructor

REST OF THE WEEK

2h Mentoring
(weekly Total 12h)

OUT-OF-THE-CLASSROOM
10-20 INTERVIEWS

1h Industry talk
(5 sessions)

LLP VIDEO LECTURES

OnCampus activities

Weekly activities

3h Flipped Classroom
ONLINE
moderated by LLP Instructor
(9 sessions)

Són sessions dirigides per un instructor principal que dinamitza les activitats i on els participants presenten els seus projectes davant d'altres equips per tal de mostrar els avanços setmanals i recavar feedback. Durant aquestes sessions, l'instructor realitza preguntes "incòmodes" als equips per generar debat amb el públic i treure el màxim rendiment a la validació d'hipòtesis que han fet els equips. Cada equip que presenta utilitza el Business Model Canvas com eina de suport gràfic estàndard per mostrar les evolucions i hipòtesis validades en base a les entrevistes amb agents de la indústria (durant la primera setmana es donarà unes classes formatives sobre com afrontar les entrevistes amb èxit)

ONLINE
LLP VIDEO LECTURES

Són classes enregistrades online on s'explica tota la teoria de la metodologia LLP explicada pel propi creador Steve Blank. Aquestes classes es poden seguir de manera online i gratuita pels participants i els hi permet anar adquirint coneixements teòrics al seu ritme (poden escollir quan veure-les tot i que des de la direcció del programa es recomana una visualitzacions mínimes setmanals) per després posar-los a prova durant les "Flipped Classrooms" i les entrevistes.

2h Mentoring
(6 sessions)

Durant l'execució dels programes cada equip disposarà d'un mentor que els hi ajudarà a orientar les hipòtesis i els donarà suport durant tot el procés emprenedor a través de sessions periòdiques de seguiment. Els perfils dels mentors solen ser persones relacionades amb el món de l'emprenedoria i molt vinculades a l'àmbit empresarial.

1h Industry talks
(5 sessions)

Durant l'execució dels programes LLP diferents agents rellevants de l'àmbit empresarial es prestaran a participar en sessions de networking o de presentació de reptes per tal d'inspirar als participants i a la vegada generar contactes informals per validar hipòtesis.

OUT-OF-THE-CLASSROOM
10-20 INTERVIEWS

Entrevistes amb agents rellevants de la indústria: cada equip de cada projecte participant té la missió setmanal de realitzar tantes entrevistes com sigui possible de manera desatesa, és a dir, sense o amb un mínim suport del programa, amb l'objectiu de posar als equips a prova davant del "món real". Es recomana que cada equip realitzi al voltant de 10-15 entrevistes setmanals per tal d'aconseguir el màxim de validacions de les hipòtesis des de diferents punts de vista. Durant la primera setmana els equips fixen unes hipòtesis inicials que han de ser validades o invalidades i on es van agregant de noves en base als resultats i les diferents iteracions.

LLP Teams

Teams will be focused on defining a value proposition through LLP

The leaders



Student Group

MBA
Master
Undergrads*

Ideally, we would like to
join MBA, MS &
Undergrads* with
researchers



Researchers

PI
Doctorand
PostDoc

The ally



TTO/Inno

Team Advisor &
LLP instructor

The infiltrate



Mentor

Responsible of
validating the
tech project and
advising the
team

Calendar edition 2020: Flipped Classroom



SEPTIEMBRE

L	M	M	J	V	S	D
			1	2	3	4
			5	6		6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTUBRE

L	M	M	J	V	S	D
			1	2	3	4
			5	6	7	8
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

WI

W0

NOVIEMBRE

L	M	M	J	V	S	D
			1			
2	3	4	5	6	7	8
2	3	4	5	13	14	15
2	3	4	5	20	21	22
2	3	4	5	27	28	29
	2					

W3

W2

W5

W4

W6 +
CLOSING

DICIEMBRE

L	M	M	J	V	S	D
			3	4	5	6
			7	8	9	10
			11	12	13	
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

DEMODY TBC

Syllabus & Contents – Overview

WEEK 0

Online format

Participants will receive some information beforehand:

- Calendar with Syllabus & Contents
- Credentials on platforms
- Pre-workshop assignments

Syllabus & Contents – Overview

WEEK 1 – DAY 1



Online format



Total: 3:00 hours



All territories together

Time	Session
10:00-10:15 (15 min)	Introduction <ul style="list-style-type: none"> • Teaching Team Introductions • Class Goals • Teaching Philosophy • Expectations of You
10:15-11:15 (1 h)	Lecture 1, Part 1: Business Model Canvas & Customer Development What's a business model? What are the 9 parts of a Business Model Canvas? What are hypotheses? What is the Minimum Feature Set? What experiments are needed to run to test business model hypotheses? What's "getting out of the building"? What is market size? How to determine whether a business model is worth doing?
11:15-11:30 (15 min)	Break
11:30-12:30 (1h)	Lunch/Panel: How to Succeed in the Program A panel discussion with prior participants in the program.
12:30-13:00 (30 min)	Videoconferencing platform Training and Send off Learn the expectations and protocol for the 5 online classes. Configuration support for hardware and software.

Syllabus & Contents – Overview

WEEK 1 – DAY 2



Online format



Total: 3:00 hours



All territories together

Time	Session
10:00-11:00 (1 h)	Lecture 2: Value Proposition Lecture: What is your product or service? How does it differ from an idea? Why will people want it? Who's the competition and how does your customer view these competitive offerings? Where's the market? What's the minimum feature set? What's the Market Type? What was your inspiration or impetus? What assumptions drove you to this? What unique insight do you have into the market dynamics or into a technological shift that makes this a fresh opportunity?
11:00-11:15 (15 min)	Break
11:15-12:00 (45 min)	Lecture 3: Customers/Users/Payers Who's the customer? User? Payer? How are they different? Why do they buy? How can you reach them? How is a business customer different from a consumer? What's a multi-sided market? What's segmentation? What's an archetype?
12:00-13:00 (01h)	Working Lunch and Best Practices for Customer Discovery How to call on people you don't know. How to get the most out of people you do. Expectations, speed, tempo, logistics, commitments. How do I protect my IP when I speak to partners? Does Lean work for non-software efforts? How do I interview? How is an interview different than a sales call?

Syllabus & Contents – Overview

WEEK 1 – DAY 3



Online format



Total: 3:00 hours



All territories &
Divided by territory

2h Mentoring

Each team coordinates with
mentor their slot

Time	Session
10:00-10:45 (45 min)	<p>Discovering BMCanvas – 2 teams 2 Teams present their business model canvas in front of all the cohort/territories. Each Team is allotted 12 minutes total to include 8 minutes for presentation, 4 minutes for Teaching Team comments. The main instructor lead the session.</p>
-	<p><i>Split into 4 online rooms (1 per territory)</i></p>
10:45-11:45 (1h)	<p>Team Presentations – Part 1 (4 teams) Teams present themselves & their business model canvas in 4 concurrent tracks. Each Team is allotted 15 minutes total to include 10 minutes for presentation, 2 minutes for Teaching Team comments.</p>
11:45-11:55 (10 min)	<p>Break</p>
11:55-12:55 (1h min)	<p>Team Presentations – Part 2 (4 teams) Teams present themselves & their business model canvas in 4 concurrent tracks. Each Team is allotted 15 minutes total to include 10 minutes for presentation, 2 minutes for Teaching Team comments.</p>
12:55-13:00 (05 min)	<p>What's Next? What's going to happen next week?</p>

Syllabus & Contents – Overview

WEEK 2 – 5



Total (h/week): minimum 10 h
 Flipped Classroom: 3 h
 Mentoring: 2 h
 Industry Talk: 1 h
 Interviews: 10-20 interviews
 LLP video lectures: 2 h recommended



Divided by territories

PRESENTATION DAY

3h Flipped Classroom*
PRESENTIAL & ONLINE
moderated by LLP
Instructor

REST OF THE WEEK

OUT-OF-THE-CLASSROOM
10-20 INTERVIEWS

2h Mentoring
 (weekly)

1h Industry talk
 (weekly)

LLP VIDEO LECTURES

*We will book 10min of Week 2 for the institutional welcome of the Host

Syllabus & Contents – Overview

WEEK 6



Total (h/week): minimum 10 h
 Flipped Classroom: 3 h
 Mentoring: 2 h (deck preparation)
 Industry Talk: 1 h
 Interviews: 10-20 interviews
 LLP video lectures: 2 h recommended



Divided by territory

PRESENTATION DAY

3h Flipped Classroom
PRESENTIAL & ONLINE
 moderated by LLP
 Instructor

(PITCH PREPARATION)

(Deliverables upload
 Instructions)

REST OF THE WEEK

OUT-OF-THE-CLASSROOM
10-20 INTERVIEWS

2h Mentoring
(DECK PREPARATION)

1h Industry talk
 (weekly)

LLP VIDEO LECTURES

WEEK 7

Physical/Online format TBC



Total: 3:00 hours

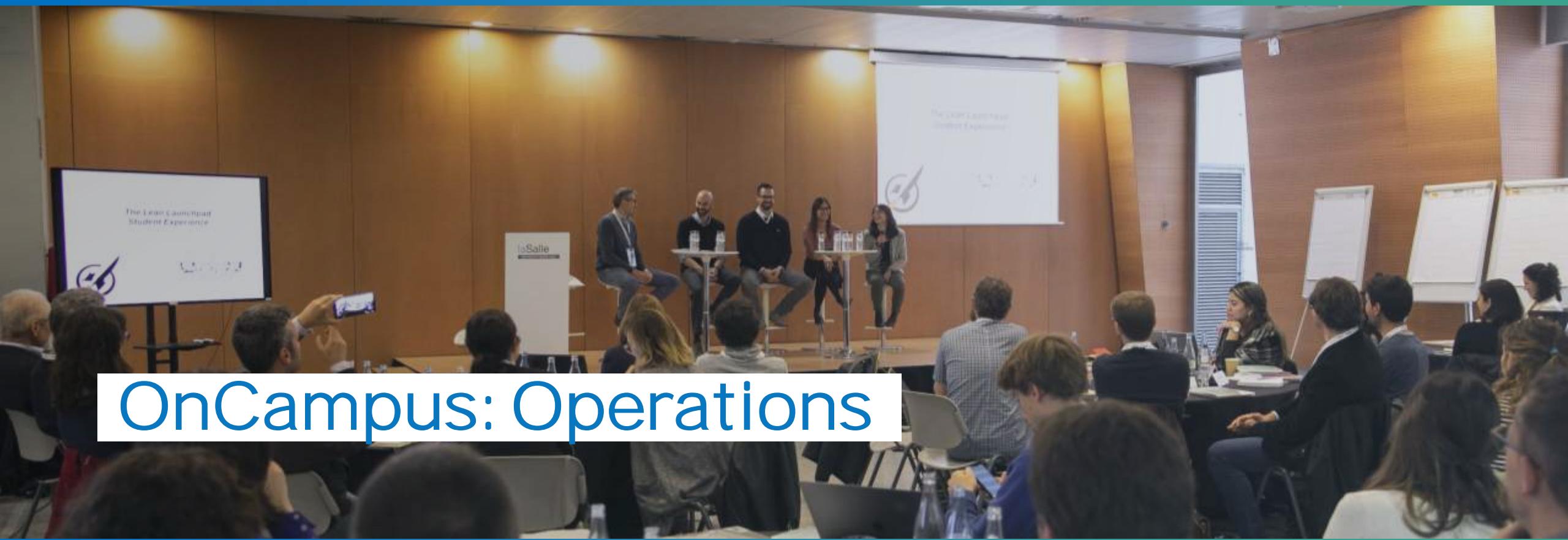


Divided by region

DEMODAY

(date TBC)

OnCampus: Operations



In collaboration with
 Generalitat de Catalunya
Departament d'Empresa
i Coneixement

 **The Collider**

LLP Coordinators

TERRITORY HOSTS

Lleida



Carme Carrera
UDL Valorisation
LLP Certified 2019

Tarragona



Bernardino García
URV Emprèn
LLP Certified 2019

Barcelona



Julia Palma
PR-UAB Entrepreneurship
LLP Certified 2020

Girona

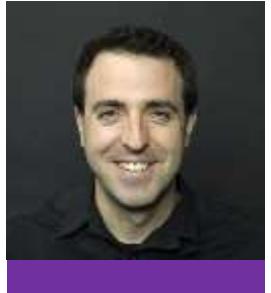


Ferran Lázaro
UdG – TTO
LLP Certified 2019

Oncampus Management



Manuel Palacin
The Collider
LLP Expert



David Domingo
The Collider
Community



Pau Fauzia
The Collider
Support

XEU



Aïda Bravo
UB - StartUB
XEU Coordinator

CERCA



Roger Cabezas
CERCA
LLP Certified 2019

Cat Emprèn



Almudena Castillo
Catalunya Emprèn
LLP Certified 2020

Advisor



Xavier Testar
UB
OnCampus Advisor

LLP Faculty



Javier de la Ossa
Lead Instructor
LLP Expert

How to collaborate?

Research institutions can play an active role during the full program

1) PROMOTING THE CALL

- Promotion: Promoting the call in your research institution community to attract talent
- Guidance: Guiding students & researchers to fill in the application form
- Teams: Supporting the teams creation (MSc + MBA + Sci)

2) SELECTING TEAMS

- Screening: Pre-selecting internally the best teams and projects from your institution
- Selection Committee: Supporting your territory host in the selection of the 8 participants projects/teams based on the evaluation criteria

3) PROVIDING CONTACTS*

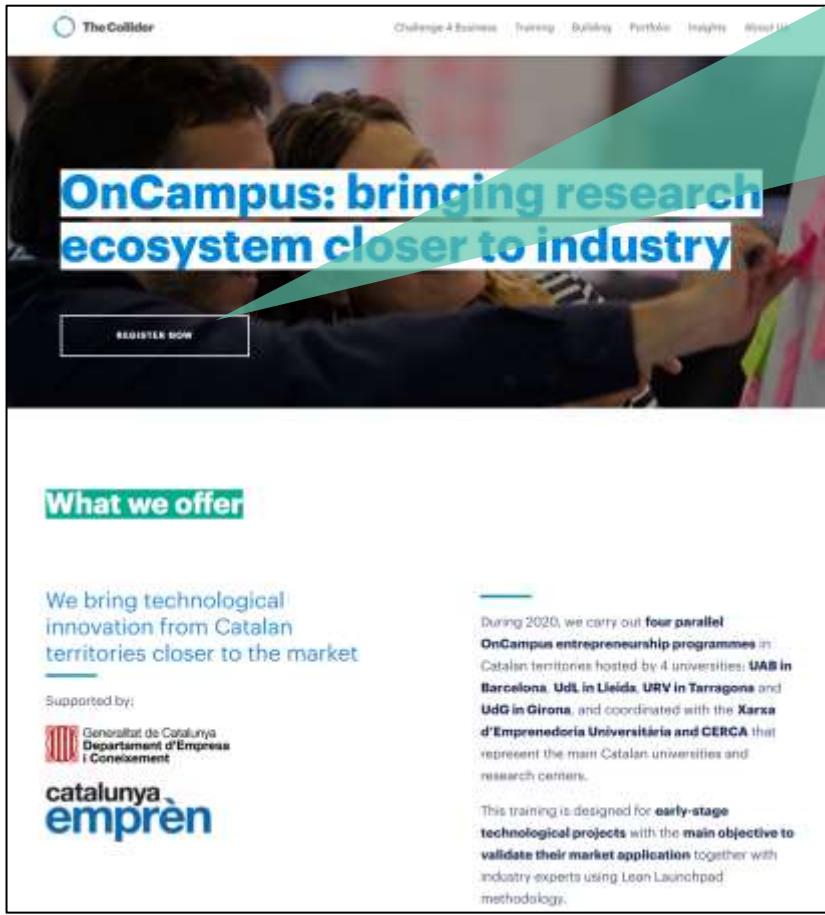
- Mentors: Recommending mentors and entrepreneurship experts for guiding teams
- Interviews with Industry: Providing territory Industry contacts to facilitate validation interviews with teams
- Industry Talks: Inviting local Industry agents for doing online talks

APPLY NOW:

<https://thecollider.tech/oncampus-cat2020/>

How to apply (for participants)

- 1) Go to: <https://thecollider.tech/oncampus-cat2020/>
- 2) Complete the application form choosing your territory



OnCampus: bringing research ecosystem closer to industry

What we offer

We bring technological innovation from Catalan territories closer to the market

Supported by:

catalunya emprèn

During 2020, we carry out four parallel OnCampus entrepreneurship programmes in Catalan territories hosted by 4 universities: **UAB in Barcelona**, **UdL in Lleida**, **URV in Tarragona** and **UdG in Girona**, and coordinated with the **Xarxa d'Emprenedoria Universitària** and **CERCA** that represent the main Catalan universities and research centers.

This training is designed for **early-stage technological projects** with the **main objective to validate their market application** together with industry experts using **Lean Launchpad methodology**.



The Collider

OnCampus 2020

Application date to participate the OnCampus program 2020
Deadline: 31 October 2019

More info:
www.thecollider.tech/oncampus/cat2020
oncampus@thecollider.tech for more information about the territory and the application form

OnCampus

Name:

Last Name:

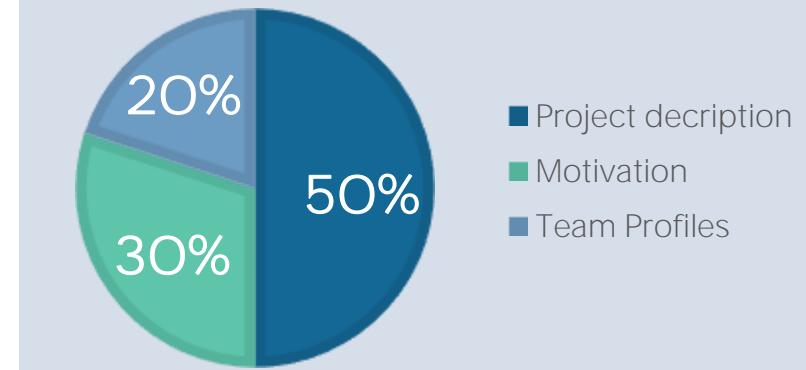
Email:

Phone number:

Gender: Male Female

EVALUATION CRITERIA

After the Call Deadline, the **Selection Committee** each host will select the 8 participant teams of its territory based on the following criterio after the evaluation of the application forms



IMPORTANT FORM FIELDS:

- Project description (500 words)
- Upload Business Model Canvas (PDF link)
- Motivation to participate (500 words)
- Motivational Video (2 min) (Stream link)
- Team profile
- Team dedication

How to enjoy the OnCampus experience? (for TTO managers)

Those innovation and TTO managers that wish to increase or consolidate their LLP skills can participate in such ways

	Observer	Instructor in practice	Instructor	Lead Instructor
Requirements & Activities to do	<ul style="list-style-type: none"> Attend to any of the sessions as observer Not expected to provide any feedback 	<ul style="list-style-type: none"> Attend to <u>every</u> session of your host as a support Instructor. Provide occasional feedback to some projects 	<ul style="list-style-type: none"> Attend to <u>every</u> session as Instructor. Provide feedback to most of the presentations 	<ul style="list-style-type: none"> Lead <u>every</u> session as Lead Instructor. Provide feedback to most of the presentations. Provide feedback on the LeanLaunchPad Platform
Time dedication (hours per week)	3h	3h	not available without demonstrable previous experience	not available without demonstrable previous experience



The Collider

OnCampus LLP

A programme of



In collaboration with



Generalitat de Catalunya
**Departament d'Empresa
i Coneixement**