



# NTNU SCHOOL *of* **ENTREPRENEURSHIP**

# VISION

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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™



steReO  
WAKESKI CO.

RENDRA

havtek

feat.fm

CONNECTLNG

# START-UP AVAILABLE RECOURCES

## THE INCUBATOR

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

## COURSES & LECTURES

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

## DEDICATED MENTORS

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

## PRE-SEED FUNDING

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

## EXTENSIVE NETWORK

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

## PROTOTYPING

Access to workshops and manufacturing facilities at NTNU and industrial partners

# PARTNERS

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NORDIC FIVE TECH



# FEASIBILITY STUDIES

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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

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### 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

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- 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