



VORTEX
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VORTEX 360° Mergers & Akquisitionen

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Bench2biz – Germany

**A Concept to drive Innovation Culture
in Germany**

**ERFOLG
LÄSST SICH
DUPLIZIEREN**

Bench**2biz** - Germany



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The **bench2biz** History of Switzerland

The bench2biz is a consortium of the Centers of Research Excellence funded by the Swiss National Science Foundation (SNSF). It includes the National Centre of Competence in Research (NCCR) Chemical Biology, NCCR Trans-Cure, NCCR PlanetS, NCCR RNA & Disease, NCCR Bioinspired, NCCR Kidney, NCCR Spin, NCCR Dependable Ubiquitous Automation, NCCR Microbiomes and NCCR Qsit. Innosuisse (former CTI) and the Federal Institute for Intellectual Property (IPI) actively support this initiative for aspiring entrepreneurs. The partnership is open upon call launched by the network, to other NCCR members wishing to implement and support a culture of entrepreneurship amongst their research members.

The consortium organizes a yearly workshop to support aspiring entrepreneurs to:

- determine rapidly the commercial value of their idea or intervention
- assess the idea/invention's team fortitude
- organize the idea to move ahead from a dream stage to a concept stage.

The bench2biz annual event is powered by the Pre-Seed workshop, a workshop created by Mark Wilson in 2004 in Rochester New York, USA as a Networks trademark product. It is now being held about ten times a year in various Host City locations throughout the northeast of the US. In Switzerland, the workshop is organized on an annual basis with its first event 10 years ago.

Bench**2**biz goes Germany

In November 2022, Vortex Solutions Horst Weltner as a feedback panelist and Werner Kühn as a team coach, had the honor to participate at the b2b in Bern, Switzerland.

The participation was such an exciting and inspiring experience, that immediately the idea grew to bring this event to Germany also. After bringing this up to the Swiss organizers and the founder of b2b, Mark Wilson, there was a straightaway common excitement and the direct commitment for support.

The idea of b2**b Germany was born.**

But still a long way to go. Lot's of organizational work in front of us. And even more, others need to get excited, relevant organizations are needed to be found, interested idea champions needs to be attracted and finally, we need sponsors which will support and see the importance and benefits of such an event.

The following slides shall help us to make the newborn baby walking.

About the Workshop

Aspiring entrepreneurs often need guidance along the road to technology commercialization. Indeed, poking around a new technology concept with commercialization in mind represents a long way with consistent progression to maturity.

The **Bench2biz** workshop is there to jump-start a new venture. Participants in the early phase of an innovative idea in science and technology are helped to move from an idea to a concept stage, shape their venture ideas, determine the commercial value and marketability of their idea or invention and set the ground of their business plan.

The workshop will be organized twice a year in Germany

Designed for high-technology domains ideas, the program is addressed to budding entrepreneurs and offers:

- A two-and-a-half-day workshop including fast-paced modules which tests each time the marketability of the selected high-tech ideas.
- An effective and efficient methodology to determine if high-tech or scientific inventions have commercial value and could serve as the basis for new start-up companies.
- Practical tools to transform an idea into a concept
- The presence of business and industry experts with real-life entrepreneurship or corporate experience. over the entire workshop which are brought together around each participating idea into carefully designed team.
- Advance early-stage research performed by each team to be translated into real business opportunities

About the Workshop

What makes this workshop unique

The format:

- Systematic: 9 idea analysis sessions on the Technology, the Market, the Competition, the Business Model, etc.
- Collaborative: it is a hands-on, intensive workshop designed only for high-technology domains ideas in life-sciences, advanced manufacturing, energy and technology sectors
- Selective: only ideas that can benefit from the workshop are selected

Specific deliverables: 20 key questions are answered and presented in front of a panel of community experts, angel or VC experts Simulation of an actual start-up team: carefully selected experienced professionals in technology, business, finance, law, management are assembled around each champion idea and work with them on the deliverables.

Community integration efforts: teams are proposed vectors into the community to encourage them taking the next step.

Networking opportunities to meet and share with other young entrepreneurs as well as people important to long-term entrepreneurial success.

About the Workshop

Who benefits from the workshop?

Aspiring entrepreneurs

The workshop represents an entry point to other regional heavy support programs in entrepreneurship training. It's not a pitch contest but a way to objectively assess the commercial value of your business idea. It represents a way to be introduced to experts and other budding entrepreneurs that may represent your future co-founders.

Community

The workshop represents a major deal flow stimulant and generator and a community-based launch pad for start-ups. Gathering community professionals around real opportunities, it's not more talk and panel discussions, but action!

What are we looking for?

The workshop targets students or young researchers, eager to test the validity of their venture idea and highly motivated to rapidly acquire fundamental knowledge and practical tools to get into the start-up ecosystem.

Coaches and experts with real-life entrepreneurship or corporate experience, technology transfer experts, lawyers with expertise in Intellectual property (IP), technical experts etc. participate on a voluntary basis to the workshop. The effort of the coaches, sponsors, supporting organizations and workshop's mission is respected every step of the way.

Bench**2**biz – Idea Champions

You feel like an entrepreneur, are you ready for the market?

Every year, a call for early-stage venture ideas in science or technology is launched throughout Germany's academia. Applications are open to venture ideas which may or may not have been recently patented and to applicants who are still wondering about the next steps to take.

An application will include information about the ideas' application field, the expectations from the workshop experience, the areas where they believe their idea needs more help, a brief description of the team and an idea status description based on specific criteria.

Following a selection procedure based on the needs and progress of idea champions to identify the teams that will benefit the most from the workshop, the selected participants will be notified at least 4 weeks before the event.

The „Bench**2**biz“ Process

Before

The workshop requires about 20 hours of presence and 5 to 20 of homework. Selected idea champions are expected to fully commit to the program. Champions do not need any preparation before the workshop. Only coaches are briefed before the event by the **b2b** -organization.

During

During the workshop, champion participants benefit from fast-paced sessions run by one or two certified facilitators, guidance specifically adapted to their project and support from experts from various backgrounds. In addition, potential entrepreneurs also can build their network through interacting with the other young entrepreneurs, potentially future co-founders, peers and important businesspeople which is useful in the long-run.

After

At the end of the workshop, the working results are presented in front of a panel of community experts, angels or venture capital experts who will provide feedback on the proposed business case. The workshop lead through significant thickening of the selected business ideas. Participants leave having the business elements of their new venture well-structured and are even better prepared to follow other heavier training programs.

Bench**2**biz for Sponsors

Our **b2b** pre-seed workshops are focused on early-stage ideas and on entrepreneurs whose ideas have the potential to mature and enter the start-up market going forward.

We are strongly convinced that **b2b** has the potential to impact and create a lasting positive change in our community and the German innovation culture.

We are confident that the right supporters with a strong focus on innovation, will make a real difference. Sponsorship will enable **b2b** – Germany to transform from vision to reality.

We plan currently the first workshop in 2023 with a strategy to role-out the concept throughout Germany in 2024. We are confident that with your support, we will achieve our goals. We have worked hard to ensure that your funds will be used efficiently and effectively. We have a team of dedicated professionals who are committed to making **b2b** – Germany a success. We would be honored to have you as a partner in this endeavor. Your support will make a real difference in our society and create lasting positive change and innovation.



About Vortex Solutions

WAS WIR TUN MACHEN WIR AUS ÜBERZEUGUNG UND MIT BEGEISTERUNG

We are committed entrepreneurs with many years of national and international experience.

IDENTIFICATION

We are aware that we work on behalf of and for the benefit of our customers. The sustainable benefit, satisfaction and trust of our customers in individual services are the focus of our actions.

QUALITY

With the quality of our services, we want to set standards and are therefore constantly educating ourselves and are prepared to question and – if necessary – correct our actions.

RESPONSIBILITY

We are proactive and aware of our responsibility in the sense of our client. We develop strategies, concepts and procedures that are feasible and sustainable. We communicate openly, respectfully and in a timely manner within the team and with our customers. We therefore say what we can do and where our limits are.

CREDIBILITY & ETHICS

Honesty, fairness and integrity in the team and towards our customers determine our daily actions. We keep our promises.

Erfolg lässt sich duplizieren

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