

I.E.C.T. - SUMMER SCHOOL ON ENTREPRENEURSHIP

# HOW TO TURN IDEAS INTO REALITY

Summer  
School 2020  
goes online

**Change of dates!**

Please block:  
17. - 27. August 2020  
Detailed timetable tbd.

Developed and  
supported by



In partnership  
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EUROPEAN  
FORUM  
ALPBACH



# I.E.C.T. – SUMMER SCHOOL

NO MATTER IF OFFLINE OR ONLINE: THE IDEA

## PARTICIPANTS

30 young innovative participants from all over the world



### I.E.C.T. – MENTORS

Uday Phadke, Miranda Weston-Smith, Yupar Myint, Werner Wutscher & many more



### I.E.C.T. – NETWORK EXPERTS

More than > 50 Experts & Serial Entrepreneurs like Michael Anstey, Christine Scharinger, Olav Carlsen etc.



### INVESTORS

Hermann Hauser, Alex van Someren (Amadeus Capital) etc.



## SUCCESSFUL ENTREPRENEURS

## WHAT IS THE IDEA OF THE SUMMER SCHOOL?

The I.E.C.T. - Summer School on Entrepreneurship will show participants the way to successfully commercialise their ideas by guiding them through the processes of protecting their ideas, investigating and pinpointing the market, raising finance, building teams and selling their ideas. It has been specifically designed for the budding entrepreneur or corporate innovator who requires practical know-how in the development of a new business.

The overall aim of the Summer School is to provide participants with know-how from experienced mentors and serial entrepreneurs as well as with national and international networks.



The ideas we see here are as good as those in Cambridge and Silicon Valley. All they need is a guideline to execute them successfully.

Hermann Hauser  
Serial entrepreneur and founding father of the Summer School

## WHAT ARE YOUR BENEFITS?

- \* Gain the inspiration, motivation and tools required to take the next steps
- \* Understand the process of taking novel technologies to market
- \* Determine the best business models and marketing strategy to commercialise a new idea
- \* Have a great week of thinking time to accelerate your ideas, develop key entrepreneurial skills and contacts to exploit new ideas in response to customer needs more effectively
- \* Meet and experience global mentoring from senior entrepreneurs
- \* Be a part of a vibrant, like-minded community
- \* Improve social networking skills and the ability to pitch an idea

## WHAT IS HAPPENING DURING THIS WEEK?

DETAILED TIMETABLE TO BE COMMUNICATED  
PLEASE BLOCK 17.-27.8.

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- ★ Getting on board
- ★ Developing entrepreneurial vision and understanding of customers
- ★ External vectors: Understanding the mechanisms to reach your target customers and markets
- ★ Internal vectors: Developing strategies for fundraising and IP for your venture
- ★ Composite vectors: Determining the best business models for your venture, and securing and working with your first customer(s)
- ★ Internal vectors: What kind of team you will need to form and your role as a founder?
- ★ Demo day

Optional: 27.-28.8. (Online) Participation at European Forum Alpbach  
(Technology Days)

## I.E.C.T. – SUMMER SCHOOL GOES ONLINE

I.E.C.T. – Summer School 6th edition will be held online. The success proven programme is known for attracting the brightest talents from all over the world – in order to allow cross-border collaborations and foster the international spirit the entrepreneurial programme will take a leap and move to the online world – without neglecting its most relevant assets: focus on **capability building** as well as allowing room to build up unique **social capital**.

No matter if offline or online – you can count on being part of the I.E.C.T. – Hermann Hauser Family afterwards.

## IN A NUTSHELL

- ★ Integrative learning and networking experience through solid tools and tested approaches
- ★ I.E.C.T. – Network acts as core pillar – connecting all players of the ecosystem as well as providing a long-lasting entrepreneurial methodology way after the Summer School programme
- ★ Connection to internationally experienced experts, mentors and investors from the field of deep tech whilst the Summer School and beyond
- ★ Summer School 2020 Alumni do have the possibility of joining a consolidated programme agenda at I.E.C.T. – Summer School 2021.

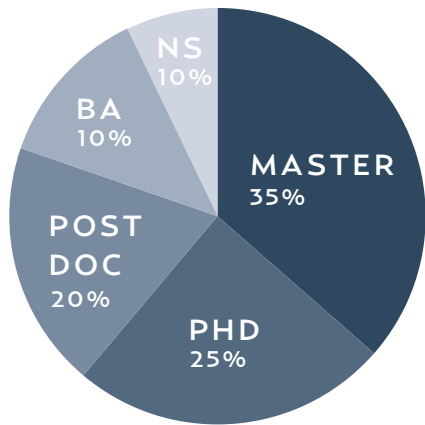


## STATISTICS ALUMNI 2015-19

LEVEL OF EDUCATION, FIELDS OF RESEARCH / EXPERTISE

### 34% LIFE SCIENCE

INCL. MEDTECH NEUROSCIENCE  
MICROBIOLOGY  
BIOTECHNOLOGY



### 66% DEEP-/HI-TECH

QUANTUM COMPUTING  
SOFTWARE / IT  
HARDWARE  
REGTECH  
PHOTONICS  
FINTECH  
AUTOMOTIVE  
INSURETECH  
CLEAN ENERGY  
IOT  
ARTIFICIAL INTELLIGENCE

## UNIVERSITIES & INSTITUTES

Aalto University Finland  
AIT Austrian Institute of Technology GmbH  
Besi Austria GmbH  
BoKu Vienna  
Brown University  
FH Hagenberg  
FH Joanneum  
Free University of Berlin  
IQOQI  
Kfu Graz  
Lakeside Labs Carinthia  
Medical University Graz  
Medical University Innsbruck  
Montanuniversity Leoben  
MOOCI

Science Park Graz  
TU Graz  
TU Munich  
TU Vienna  
UMIT  
University of Cambridge  
University of Glasgow  
University of Graz  
University of Innsbruck  
University of Klagenfurt  
University of Mainz  
University of Oxford  
University of Pennsylvania  
University of Pittsburgh  
University of Vienna

## SOME ACHIEVEMENTS. 2015-2018



> 90  
Alumni



30  
start-ups founded  
from idea-stage



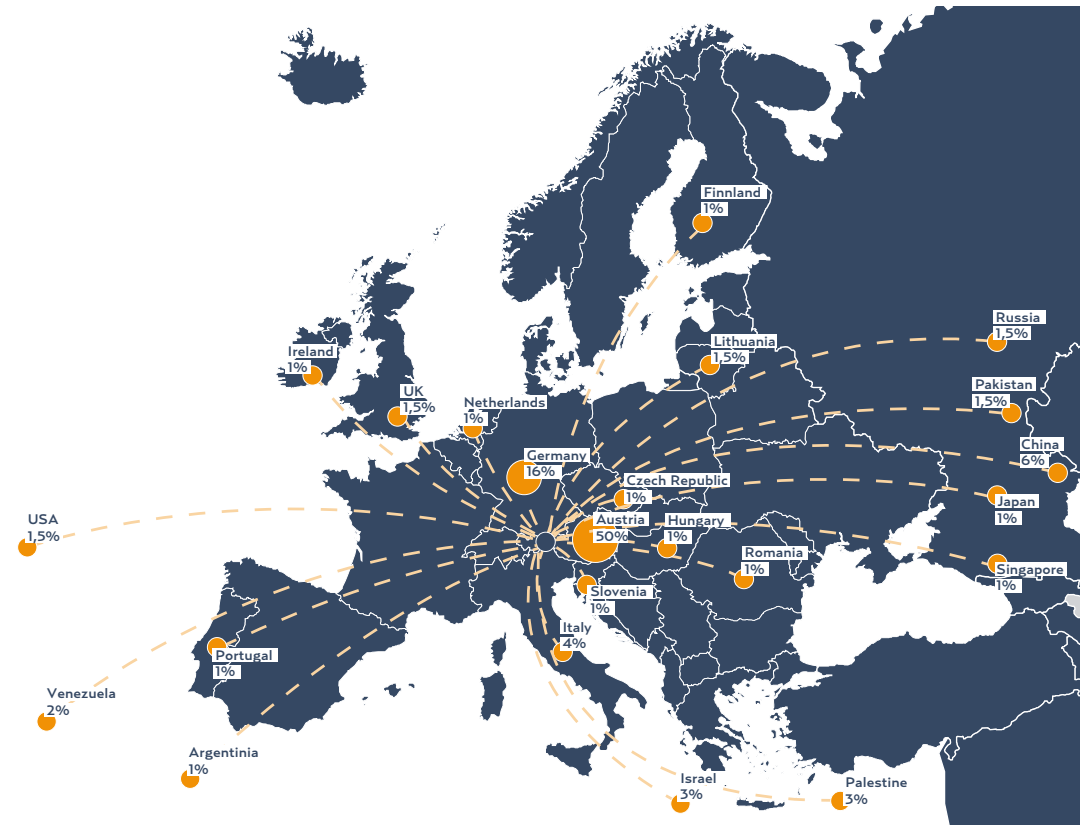
> €38m  
total funding



> 25  
nationalities

## ALUMNI 2015-2019.

WHERE ARE THEY COMING FROM?



## WHO ARE THE ORGANISERS?

The Summer School on Entrepreneurship is jointly organised by the **I.E.C.T. – Hermann Hauser** (Institute for Entrepreneurship Cambridge Tirol) in cooperation with the **University of Cambridge** and the **European Forum Alpbach**. If it takes place remotely the Werkstätte Wattens is hosting this inspirational week. Werkstätte Wattens is housing one of the most modern Fablabs in Europe with 3D Printers, Laser Cutter, CNC and Robotic Devices.



“The Summer School was the most inspirational, productive and rewarding entrepreneurial training program I have attended. An intense and fun week of great learnings, discussions and hands-on work on our business proposals.

Julia Tischler  
Microfluidic Diagnostic, Alumni Summer School 2016

## I.E.C.T. – HERMANN HAUSER

[www.iect.at/iect](http://www.iect.at/iect)



The I.E.C.T. – Hermann Hauser is an essential motor for the development of young, promising, international entrepreneurs / start-ups / scale-ups and strengthen Austria as a business location (especially Tyrol) through new companies and new jobs. They create networks across all industries – be it ecosystems, serial entrepreneurs, investors, business angels, start-ups, universities or established companies. I.E.C.T. – Hermann Hauser generates generate new knowledge and successful new projects on a national and international level. After all, they invest in the most promising ideas in research, science and technology.

As our umbrella brand I.E.C.T. consists of two companies: The I.E.C.T. – Hermann Hauser Management GmbH (I.E.C.T.) and Hermann Hauser Investment GmbH (HHI), this allows to pass on know-how and expertise to researchers, early-stage entrepreneurs and scale-ups, as well as integrate them the network, bring them together with mentors and advise them on financial problems.

## UNIVERSITY OF CAMBRIDGE

[www.cam.ac.uk](http://www.cam.ac.uk)



With more than 18,000 students from all walks of life and all corners of the world, nearly 9,000 staff, 31 Colleges and 150 Departments, Faculties, Schools and other institutions, no two days are ever the same at the University of Cambridge.

The University of Cambridge is rich in history – its famous Colleges and University buildings attract visitors from all over the world. But the University's museums and collections also hold many treasures which give an exciting insight into some of the scholarly activities, both past and present, of the University's academics and students.

The University of Cambridge is one of the world's oldest universities and leading academic centres, and a self-governed community of scholars. Its reputation for outstanding academic achievement is known world-wide and reflects the intellectual achievement of its students, as well as the worldclass original research carried out by the staff of the University and the Colleges.

## EUROPEAN FORUM ALPBACH

[www.alpbach.org](http://www.alpbach.org)



The European Forum Alpbach is an interdisciplinary platform for science, politics, business and culture. Established in 1945, the annual European Forum Alpbach and further events throughout the year address the relevant socio-political questions of our time. The European Forum Alpbach connects international decision-makers from all sectors of society with an interested audience and committed young people. Every year, more than 4,000 speakers and participants from all parts of the world, from science, economics, politics and culture, experienced experts and students, transform the Tyrolean mountain village Alpbach into Europe's summer capital of discourse. The composition of participants having different fields of expertise, ages and nationalities makes Alpbach special. The European Forum Alpbach events and its network of scholarship holders create an interdisciplinary platform for effective socio-political dialogue. Through its work, the European Forum Alpbach also functions as an interactive and open think tank and provides inspiration for societal debate.



## HOW TO APPLY?

Applications have to reach I.E.C.T. by 15th of June 2020 and be submitted digitally via [www.network.iect.at](http://www.network.iect.at). If you have any questions regarding the application, please send an email to [office@iect.at](mailto:office@iect.at).

Prepare the following documents:

- 1 Application form (online)
- 2 Curriculum vitae (1 page)
- 3 Approval of your supervisor concerning your IP (if needed, not compulsory)
- 4 Short description of your project idea (1 page)  
Your idea should have the potential of commercialisation, please describe this point in your application.
- 5 Motivation statement

★ Optional: Letter of recommendation

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## CONTACT

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I.E.C.T. – Summer School on Entrepreneurship 2020

I.E.C.T. – Hermann Hauser  
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I.E.C.T. – Summer School Partner



Standortagentur



WIRTSCHAFTSKAMMER TIROL  
JUNGE WIRTSCHAFT

in cooperation with



RUDOLF SALLINGER FONDS

TEC

Alpbach Technology Symposium  
Alpbacher Technologiegespräche

partners, experts & supporters



further partners to be announced...