

About us

- Katapult is the student incubator for the four "wet" faculties of the University of Copenhagen
 - Science, Life sciences, Health sciences and Pharmaceutical sciences
- Covering the academic areas:

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* nanotech * medtech * cleantech * biotech * food technology * computer science * pharmacology * sports science * resource management * landscape planning * veterinary * food-pharma * e-science * horticulture * agriculture * chemistry, etc.
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Activities

Praxis based innovation workshops in existing courses



I & E courses and summer schools with ECTS credits



Innovation thesis – in cooperation with public or private companies



Incubator and 'proof of concept' funding



Example: Nano science summer school

August 2011, 2,5 ECTS

- Danish and international master students
- Worked in teams with selected university patents

Activities:

- Communication, sales pitch and presentation
- Understanding IPR
- Presentation from experts and business executives
- Project team profiling
- Methods for managing innovation
- Business development
- Customer segmentation and value proposition





Münich, March 2012

- Get an international view of entrepreneurship
- Meet students from KU and CBS
- Be inspired for new ways to develop business
- Workshops with Danish and international entrepreneurs
- You meet up with potential customers and investors
- Networking events with other student entrepreneurs

Short presentation of you

Where do you study?

What do you study?

What is your idea in very short terms?

The workshop

Focusing on:

 Developing and qualifying ideas through the Business Model Canvas

Getting new perspectives on your ideas

The Starting Point

The Idea/Concept

- ...can be a concret innovation/product
- ...can be a service
- ...can be your knowledge
- ...or?

The Business Model Canvas

Designed for:

Designed by:

Ivaration; -

Key Partners



Who are our Key Partners? Who are our key suppliers? Which Kay Resources are we acquiring from pertners? Which Kay'A ctivities do pertners perform?

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Key Activities

What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships?

Key Resources

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What Key Recourses do our Value Propositions require?

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Our Distribution Channels? Customer Relationships?

principles.

Value Propositions

What value do we deliver to the customer? Witch one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Witch outdomer needs are we satisfying?

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ares have we established? How are they integrated with the nest of our buriness model?

How costly are they? manus manus pakang mila di arang akang alfarrig a timo director conseglia

Channels

Through which Channels do our Customer Segments want to be reached? How are we neaching them now? How are our Charmels Integrated? Which ones work best?

Which ones are med cost-efficient? How are we integrating them with customer routines?

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Customer Segments

Who are our most important customers? entrante entrant entrant entrantentan

Rowhom are we creating value?

Cost Structure

What are the most important costs inherent in our business mode?" Which Kay Resources are most expensive? Which Kay Activities are most expensive?

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Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they consettly playing How would thay prefer to pay? How much do as each flex enter Stevam contribute to overall revenues?



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Feedback

 You have 2 minutes to present your value proposition, your costumers, the costumer relationship, the channels

- 5 minutes feedback from the group
 - Where do you se the possibilities
 - Do you see other segments, values etc.

Next step?