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