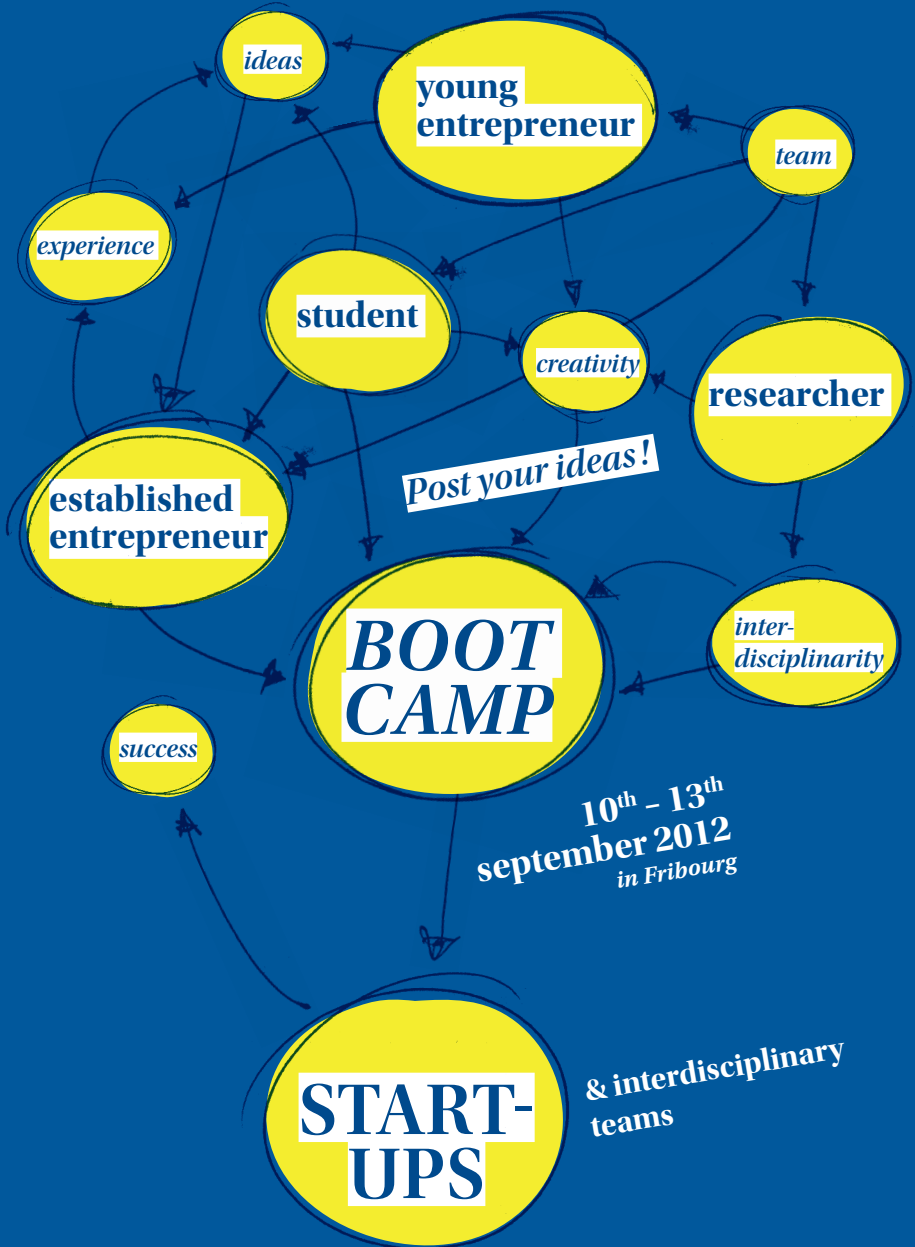


blueFACTORY BOOT CAMP 2012

Where the market meets the brains.

challenge

www.bluefactory.ch



10th - 13th
september 2012
in Fribourg

& interdisciplinary
teams

The world is filled with great ideas. But only a few become reality.

*Will yours?
Why not?*

Business ideas can come from anywhere – observing others and what they like or need, being frustrated at not finding solutions to particular problems, having a brainwave, or noticing an existing solution that isn't doing the job well enough.

Do you have technology that could create a new product? Have you identified an unmet market need? Do you have a **great business idea and no time**, no means **to realize it?**

Are you a student, an inventor or a researcher? Do you have a creative, early-stage start-up with scalability potential? Are you a freelancer with demonstrated ambition and entrepreneurial spirit? (You need not have established a start-up, but only convinced us that you can!)

Are you from any of these academic disciplines – **Information and Communication Technology, Medical Technology, Robotics, Biomedical Technology/Diagnostics, Material Sciences, Construction, Graphic and Communication Design, Textile Design** or **Service and Social Innovation?**

**Then hurry!
Register now!**

Post your **idea** on **www.bluefactory.ch** to book your spot at the blueFACTORY Boot Camp! Rush! Registrations are filling up fast on a first-come-first-served basis! The **Boot Camp** is **scheduled for 10-13 September 2012!**

What can you expect from the blueFACTORY Boot Camp?

- To enhance your skills, knowledge and experience in the entrepreneurial mindset
- To develop a methodology for generating business ideas and mapping them to existing or potential customer needs
- To gain experience in designing a business model, including acquiring key partners and finding avenues to market
- To create or join an entrepreneurial team, in the process adding interdisciplinary experience to your professional portfolio
- And having a stimulating, fun time doing all these!

Important Dates

Intent to Participate
30 June 2012

Notification of decision
30 July 2012

Definitive Description
of Business Idea
5 August 2012

Notification
15 August 2012

Boot Camp Starts
10 September 2012

**Closing Ceremony,
Award Announcements
and Press Conference**
13 September 2012

Meet the people who've done it!

The following experienced industry insiders and entrepreneurs will teach and network with you. You will have exclusive access to them. They will connect you with well-placed contacts to help you grow your business.

- Gregory Gerhardt
- Mathias Pohle
- Christian Fischer
- Alexandre Gauthier
- Elmar Mock
- Markus Schneider
- Alain Nicod

The blueFACTORY Boot Camp

Novice entrepreneurs need useful information and tactical resources – market knowledge, financing, connects with business partners, etc – and expert advice from management consultants. The Boot Camp therefore fosters an entrepreneurial ecosystem that provides for these needs. It believes that translating creativity through technological expertise into business opportunities is challenging.

The blueFACTORY Boot Camp is not about making business plans. It's about taking your concept from intuition to entrepreneurship because even the most ingenious ideas need all the help they can get to become real-life projects. It is an exciting, innovative approach to asking the right questions, testing assumptions, setting up experimental conditions and conducting risk assessments. **At the Boot Camp, you discover how to go from imagination to reality,** you are trained in the techniques and tools for trend tracking and analysis, creative modelling and scenario simulation.

How the blueFACTORY Boot Camp works

Competition of the best business models

The blueFACTORY Boot Camp trains smart guys to translate ideas into business ventures and qualify for the blueFACTORY Challenge. **The winners will be prepared, trained and supported financially to compete in the Boston MassChallenge (masschallenge.org),** the world's largest start-up competition-cum-accelerator program.

Intensive 4-day program focusing on:

- Identifying and developing ideas with technology and market potential
- Strategically selecting and developing the ideas using creative techniques
- Analysing ideas using methods and techniques from market research and business consulting
- Assembling creative start-up teams for participants

day 1

Business Opportunity-Recognition: Idea Generation

- Market information, market needs and knowledge of markets
- Current consumer issues and problems
- R&D project presentation
- Observation tour and social media evaluation
- Market insights and needs
- Inputs for new business ideas
- Business partners to develop your idea
- Your business idea
- The idea showcase

day 2

Opportunity Evaluation – Part 1: Idea Selection & Business Model

- Identifying a market niche
- Customer segments
- Developing new value proposition
- Distribution channels
- Customer relationships

day 3

The Business Model Design Canvas: Opportunity Evaluation – Part 2

- Revenue streams
- Key resources
- Key activities
- Branding and differentiation

day 4

Storytelling and Pitching Your Idea: The Reality Check and Networking

- Adapting the business design to insights gained
- Key partnerships and outsourcing
- Business models and cost structures
- Improving presentation and communication skills
- Storytelling

The speakers

Gregory Gerhardt

Gregory is Co-Founder and CEO of Amazee Labs, a Zurich-based Web development company. Before he was swallowed by Web technology, he studied at the University of Basel and followed this up with some years in management support at Bank Julius Baer. Armed with this background, Gregory translates the fiercest business challenges into simple solutions, be it in Marketing or Web development.

Mathias Pohle

Determined entrepreneur. Change manager. Business innovator. Solution-oriented thinker. Citizen of Earth. Inhabitant of Zurich. Passionate about people and what humankind can invent to improve the quality of life. That's Mathias for you.

Christian Fischer

Christian co-founded Bcomp, a start-up manufacturing and marketing natural-fibre composites, in 2011. Before that, he was Project Manager (Technology & Innovation) at the Alcan Innovation Cells for three years, overseeing product development, technology scale-up and industrialisation, collaboration with academic and industrial partners and IP management. He holds a master's in Materials Science and Engineering from EPFL.

Alexandre Gauthier

After a diploma in Telecommunications from the College of Engineering and Architecture of Fribourg, Alexandre worked for four years in an IT services company in Lausanne. In 2004, he started his own company, Tebicom, in Fribourg. Alexandre believes that being an engineer and an economist makes for a powerful combination. Tebicom has 23 employees already, is growing and is now looking to open branch offices.

Elmar Mock

Elmar is an engineer in watch-making and plastics. He co-created Swatch, going on to design Tissot's Rockwatch before founding his own Biel-based Engineering and technical consulting company, Créaholic, in 1986. Elmar has been an inventor for more than 150 patent families and is well-known internationally for his factory concept and philosophy of innovation.

Markus Schneider

Markus has over 18 years' experience in entrepreneurship, business development, venture finance, sales and marketing. Founder-CEO of several start-ups, including Snaphaven (cloud computing), Performancebase.com, Tribeca Labs (digital imaging) and XPEX (multilingual BI software), Markus launched the revolutionary DigiCard (one of Wired magazine's "10 Coolest New Products" in 1998) in the US, creating its multimillion-

dollar market in just 18 months. Markus consults for a number of emerging companies. One of WIT Capital Group's first employees, he holds an MBA from HEG de Fribourg.

Alain Nicod

Managing Partner at VI Partners AG, Alain is an IT pro and an entrepreneur. Before joining VI Partners, he invested in medical instrumentation and IT companies, including Smart-Telecom.ch, SourcingParts.com, MNC.ch, LeShop.ch and Securicard. On several strategic think-tanks, he has consulted widely for leading telecoms players. An Executive MBA from HEC Lausanne and an MBA from INSEAD Fontainebleau, Alain was at Arthur Andersen and McKinsey and is Director at Banque Heritage SA and Board Member at Nextthink and two Swiss banks and financial institutions.



Gregory Gerhardt



Markus Schneider



Alexandre Gauthier



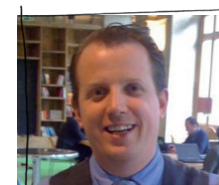
Alain Nicod



Christian Fischer



Elmar Mock



Mathias Pohle

The blueFACTORY Boot Camp Team

The blueFACTORY Challenge and Boot Camp is designed and delivered by an interdisciplinary team of experts passionate about helping novice entrepreneurs build successful, innovative start-ups. The team comprises:

- *Jean-Luc Mossier*, Head of the Economic Promotion Agency
- *Rico Baldegger*, Professor at the School of Business Administration, Fribourg
- *Jean-Nicolas Aebischer*, Director, Ecole d'ingénieurs et d'architectes, Fribourg
- *Jacques Bersier*, Assistant Director of R&D, Ecole d'ingénieurs et d'architectes, Fribourg
- *Titus Jenny*, Vice-Rector of Research, University of Fribourg
- *Christoph Weder*, Director at the Adolphe Merkle Institute, University of Fribourg



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HOCHSCHULE FÜR WIRTSCHAFT (HSW) FREIBURG
SCHOOL OF BUSINESS ADMINISTRATION



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excellence in pure and applied nanoscience



Ecole d'ingénieurs et d'architectes de Fribourg
Hochschule für Technik und Architektur Freiburg

blueFACTORY
Fribourg – Freiburg

Contact & more informations

School of Business Administration
Haute école de gestion (HEG) de Fribourg
Hochschule für Wirtschaft (HSW) Freiburg

Prof. Rico J. Baldegger

Ch. du Musée 4, CH-1700 Fribourg
T +41 26 429 63 76, F +41 26 429 63 75
Rico.Baldegger@hefr.ch
www.entrepreneurshipinstitute.ch

