



NEW ENTREPRENEURS IN TECHNOLOGY AND SCIENCE

Creating innovation through support of science entrepreneurs in Swiss universities

PROGRAM MANAGEMENT

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THE NETS EXPERIENCE

5 years of the NETS early stage entrepreneurship development program.

THE PORTFOLIO

275 nominated NETS candidates, 93 finalists, 86 entrepreneurship development program participants, 58 new companies, 415 new jobs, company presence and business activities on all continents.

Awards of NETS Prize Winners: 2 Wall Street Journal Awards, 5 De-Vigier Prizes, 2 Swiss Technology Awards, 6 Venture Competition Prizes, 8 CTI Start-up Labels.

International network of entrepreneurship experts.

THE NETS EXPERIENCE

Learning Points for Science Entrepreneurship Programs

SPOT THEM EARLY

There are many entrepreneurs in Swiss universities. Identify them as early as possible. Get them on track before they have turned into science administrators.

AN INNOVATOR IS NOT A CREATOR IS NOT AN ENTREPRENEUR

The number of publications in science journals is not important. Neither is the number of patents. The high potential of Entrepreneurs is based on outstanding personal performance. This is the main criterion for the selection.

NO GAMES

Entrepreneurship is not about playing Monopoly. It is not about case-study games. It is about well defined and focused business projects. It is about real business opportunities and the urge to make them a success.

GET THEM TOGETHER

Early-stage entrepreneurs have a lot of experience to share – no matter how different their businesses are. Team learning is the most efficient learning method for entrepreneurs – and it lasts because it establishes a network.

CUSTOMIZE IT

An Entrepreneurship development program is not a mini-MBA. You don't need professors but business practitioners with their own entrepreneurship experience. Do the minimum of curricula and lecture planning. All the rest is interaction, improvisation and one-to-one learning on the early-stage entrepreneurs' business projects.

IT'S ABOUT MONEY

Entrepreneurship is not about science and technology. This is hard for university people to take since they are conditioned to overengineer things. Make it clear that business is all about customers and their needs. It is about markets, sales, money – and time.

GIVE THEM A TOOL BOX

Entrepreneurs don't have time to take management seminars. They don't need to know everything about business in depth. They need a solid toolkit allowing them to develop their skills on the job, and the ability to get specially-skilled team players aboard when needed.

OERLIKON – US – OERLIKON

Expose early-stage entrepreneurs to the learning experience of international business. They need a mentality and market crash course. It is about becoming risk tolerant and opportunity focused. And it is about making the transfer back to Switzerland.

COACH BUT DON'T OVERCOACH

Early-stage entrepreneurs want to learn because they know they need a kick. Go along with them to accelerate the development of their start-up. But leave them alone after a while. Entrepreneurs know how to help themselves. Frogs however will never fly.