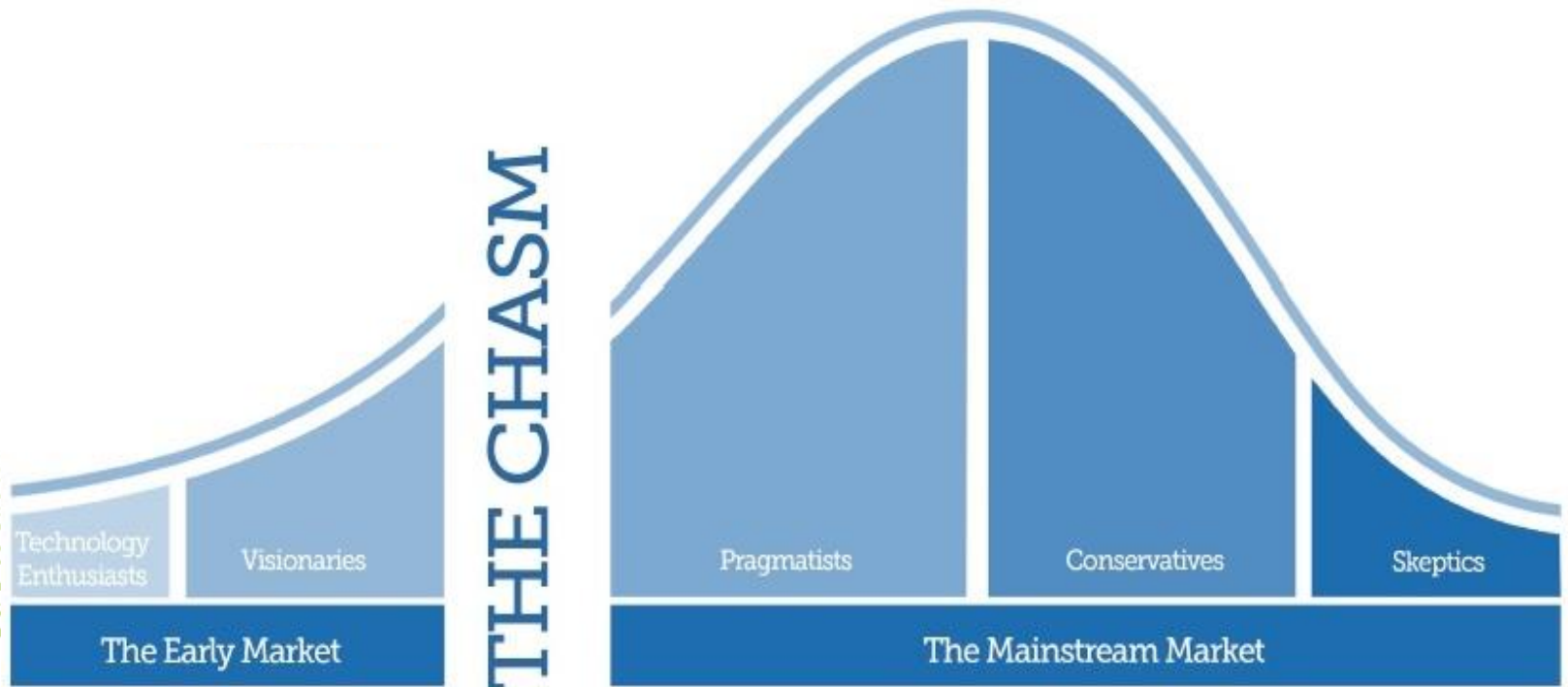




I & E Future Cloud Summer School

Bjorn Hovstadius
Boris Nordenström

I&E



I & E



People



- Björn Hovstadius
 - Business development at SICS and EIT Digital
 - Microsoft
 - Entrepreneur – started and mentored several companies
- Boris Nordenström
 - Entrepreneur – started and metered many companies

Summer school program



- First week
 - What is possible?
- Second week
 - Make it possible!

What is expected?



- Goal is to create a business plan that you pitch to jury at the end of the course and a report to hand in.
- First week
 - Select an a case
 - Work on the case using the BMC
 - Roughly done by Saturday
- Second week
 - Refine the BMC
 - Work on the pitch
- Program

Company presentations



- Spotify Anders Arpteg
- Case
- Ericsson Rickard Cöster
- Augify Jay Solomon
- Mentimeter Jonny Varström, Niklas Ingvar
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- Scrive Lukas Duczko
- Karriärföretagen Per Rundblom
- Novartis Jean-Michel Gaullier
- Skillable Marcello Grita
- Evothings Alex Johnsson
- Recorded Future Daniel Langkilde

Case



- EIT Digital
 - Case selection today after the presentations
- Others
 - You may select either Ericsson or Novartis case
 - Hand in executive summary at the end of the week to win a prize!

Grading



1. Presentation /50 %	2. Report /50 %
A) Overall proposed solution ___ / 20 % Understanding of user's need and market Degree of innovation in the proposed solution Coherence problem/solution and feasibility	A) Business model and plan ____ / 20 % Explains the need/niche that their product/service will fill Explains the benefit/competitive advantage of the product or service
B) Business model and plan ___ / 20 % The feasibility and quality of the business model covering main 'boxes' of the BMG canvas The market potential of the proposed venture The go-to-market / market access approach The financial and/or social return of the proposed venture Strategy for gaining funding Contingency planning and risk assessment	B) Business development process ___ / 20 % Explains the entire process how the group came up with the proposed solution and the business plan; both contents wise and with respect to the process. Learning experience: what did you learn? Contents and process wise? What did you miss with respect to your own competences?
C) Presentation; quality of Q-A ___ / 10 % Delivers the pitch with passion, heart and enthusiasm. Grabs your attention with a hook/interesting opener. The quality of the team members' responses to questions from the judges	C) Quality of report ___ / 10 % Quality of report

Now let the fun begin!

