

CAREER WORKSHOPS

"From Basic Science to Start-up"

Trainer: Dr Prateek Mahalwar

This full-day workshop will focus on the components of **value proposition** & **business model canvas**:

- Definition and examples of value proposition canvas
- Value proposition of your science/technology or patent
- Identification of customers and their needs (gain and pain points)
- What is business model canvas?
- Major components of the business model canvas
- Using business model canvas: how and why?

Participants will also have the chance to practice value proposition and business model canvas through **group exercises**. They will also learn **how to pitch a start-up idea**.

Monday, 17 February 2020

Seminar Room, Institute of Molecular Biology (IMB)
Ackermannweg 4, 55128 Mainz

Registration until 20 January 2020

For more information on the course and registration
contact: ngc.mainz@gmail.com

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