

# Katapult

Innovation & Entrepreneurship

University of Copenhagen

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**KATAPULT**  
INNOVATION  
OG IVERKSÆTTERI  
FOR STUDJERENDE



"I Novozymes efterlyser vi altid dygtige innovative kandidater med en god forretningsforståelse. Opkvalificer dine innovative og forretningsmæssige kompetencer – deltag i et Katapult arrangement"

novozymes  
Rethink Tomorrow

### Danske topledere ønsker medarbejdere med innovative og entreprenante kompetencer

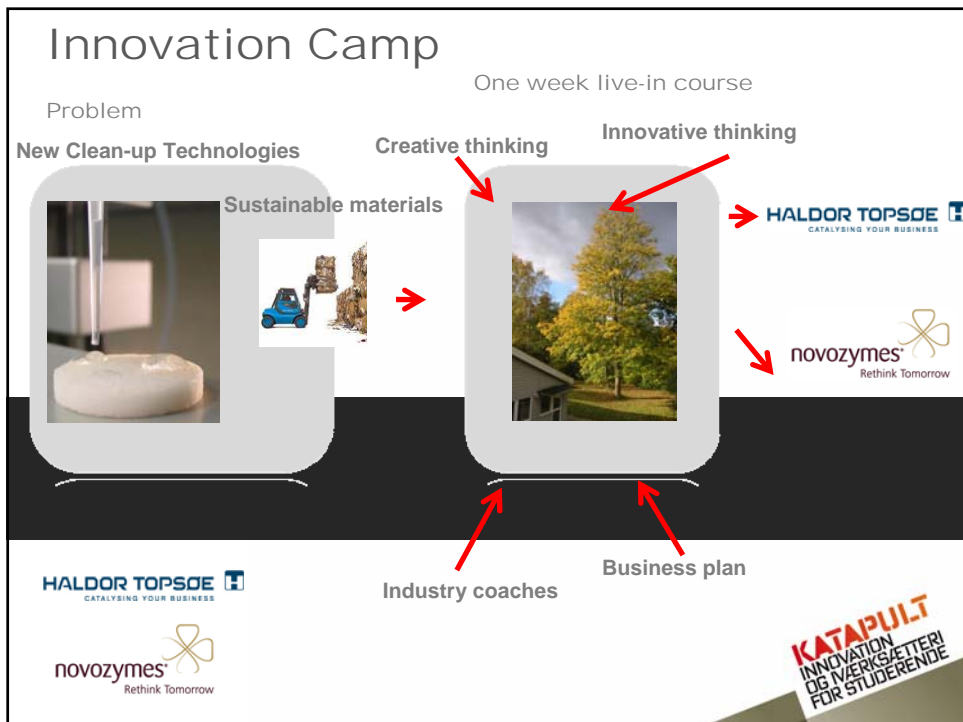
En ny undersøgelse fra Dansk Erhverv viser at:

- Innovative medarbejdere er mest efterspurgt ... men det er ikke den type medarbejdere, der udklækkes på universiteterne
- Flere studerende bør tage iværksætterfag
- Iværksætterfag er ikke kun vigtige, når man vil starte egen virksomhed, men også hvis man ønsker at blive ansat i en etableret virksomhed.
- Iværksætterkompetencer er ikke kun vigtige for iværksættere
- 2/3 af lederne mener, at det er altafgørende for en virksomhed, at medarbejderne er kreative og selvstændige.

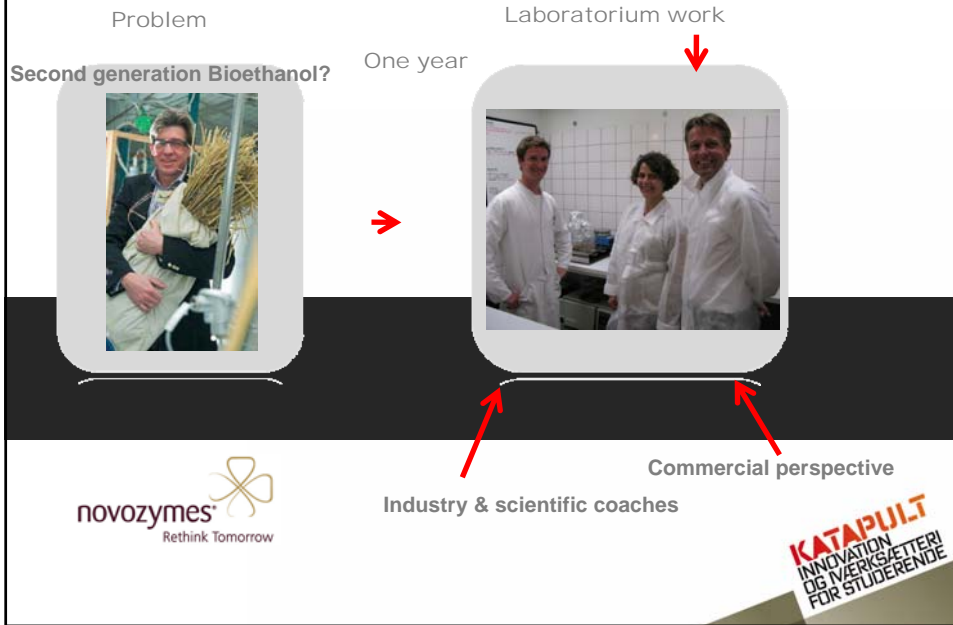
Undersøgelsen er gennemført som en anonym, elektronisk spørgesurvey blandt topledere i en række store danske virksomheder. 228 respondere har deltager i undersøgelsen i undersøgelsen.

[www.katapult.ku.dk](http://www.katapult.ku.dk)

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# Innovation Master Thesis



# Commercialization – EMP Group



## Commercialization – EMP Group



- Dennis, Jens, Danny og Niels
- Software – Microsoft projekt
- Strategi – SEED Capital
- Mødefaciliteter
- Opstart – Webreg
- Juridiske dokumenter
- Silicon Valley
- Venture Cup – 130.000 DKK

The student entrepreneur!

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## Commercialization – Heed Diagnostics



- Jeppe & Peter
- NanoScience & DTU
- BioCensor for diagnostic use
- Sparring – Businessmodel mm
- Pilot Marked survey - Interresearch
- News/patent survey
- Reagents/Chemicals
- Scholarship
- Venture Capital

The student entrepreneur!

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## Is my idea relevant for Katapult?

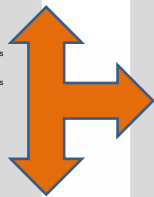


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## Business plan

### Business plan

1. Business idea
  - 1.1 Uniqueness of PONAC
2. Business organization
  - 2.1 Business model
  - 2.2 Players in the business PONAC - achieved benefits
3. Products
  - 3.1 Blood analysis apparatus
  - 3.2 Buffers reagents for apparatus
  - 3.3 Acute phase proteins portfolio
  - 3.4 Outlier detection (e.g. badfold samples)
4. Market Mapping
  - 4.1 The customer
  - 4.2 Decision-making process for the small and midsize veterinary practitioners with horses as a speciality
  - 4.3 Estimated market size
  - 4.4 Estimated world market size for sale of an apparatus and analyses, based on number of high valued horses
  - 4.5 Estimated world market size - based on number of sports horses and veterinary surgeons in
  - 4.6. Potential market size for reagent and apparatus sale - an overview
  - 4.7 Estimated market size for sale of an apparatus in DK, S and UK, based on interest shown in market surveys
  - 4.8 Estimated market size for sale of reagents in DK, S and UK, based on market survey
  - 4.9 Customers' needs covered by apparatus
  - 4.10 Differences between PONAC product and competitors in relation to the customer
5. Sales & Marketing strategy
  - 5.1 Product strategy
  - 5.2 Pricing strategy
  - 5.3 Contractor
  - 5.4 Sales & distribution strategy
  - 5.4 PONAC possibilities on market
  - 5.5 Threats for a possible intervention on market
6. IPR Strategy
  - 6.1 Apparatus
7. Implementation plan
  - 7.1 Prototype
  - 7.2 Initiatives necessary to build prototype
  - 7.3 Agreement with producer of a prototype
  - 7.4 Production and testing of prototype
  - 7.5 Pre-launch activities
  - 7.6 Resources
  - 7.7 Commercialising
8. Capital requirements and financing
  - 8.1 The result and liquidity budget
  - 8.2 Capital requirements



### Business plan

1. Business Idea	1
1.1 Uniqueness of PONAC	1
2. Business organization	2
2.1 Business model	½
3. Products	3
4. Market Mapping	9
5. Sales & Marketing strategy	4
6. IPR Strategy	2
7. Implementation plan	3
8. Capital requirements	2
Total	<u>26</u>

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