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Date"; "An Example Proposal"; "Chapter 5: Benefits vs. Features";
"The SPIN Technique"; "Listen and Learn"; "Chapter 6: Simple
Strategies to Get Unstuck"; "Strategies to Take Action"; "One Action
per Day"; "The Deadline Is Your Friend"; "Mastermind Groups";
"Strategies to Think"; "Mind Storming: The Twenty Idea Method";
"Think on Paper"; "Mind Maps"
"Just Ten More Minutes""Visualize"; "Chapter 7: Troubleshooting";
"Prioritize"; "An Outsider's View"; "Chapter 8: The Financial
Model"; "Basics of Financial Business Modeling"; "How Investing in
Startups Works"; "Identify Your Market"; "The Story Matters More
Than the Numbers"; "A Word about Economic Theory"; "Never Rely
on Specialists"; "Chapter 9: The Legal Setup of Your Startup"; "Which
Legal Form Should You Choose?"; "Avoid Ambiguity About
Ownership"; "Make Your Startup Investible as Early as Possible";
"Never Spend Money to Make Money"
"Chapter 10: Communication Skills and Meetings""PowerPoint"; "The
10/20/30 Rule"; "Have a Backup Plan Ready"; "Elevator Pitch and
Micro-Scripts"; "Prepare and Rehearse Your Pitch"; "What Is the
Actionable Next Step?"; "Take Control of Unexpected Situations"; "A
Word about NDAs and Confidentiality"; "What Should You Bring to a
Meeting?"; "Points to Discuss"; "Business Model Canvas or Lean
Canvas"; "Financial Model"; "One-Page Proposal"; "Technical
Drawings, Sketches, Photographs"; "What Should You Leave After the
Meeting?"; "Business Cards"
"The Business Lunch"

Sommario/riassunto

University Startups and Spin-Offs teaches university students, researchers, and educators the most effective strategies and tactics for launching their own startups from academic platforms with the backing of school programs, public grants, incubators, seed accelerators, and private partnerships in all parts of the world. Serial entrepreneur Manuel Stagers advises students, faculty, and researchers how to test their ideas for marketability, how to develop commercial products out of research projects, and how to engage companies and investors with attractive value propositions. The author has seventeen years of experience as startup entrepreneur, founder of seven companies in the United States, Europe, and Japan, consultant to universities on commercializing their research programs, angel investor, and startup mentor. Stagers' advice is field-tested, battle-hardened, and supported with a wealth of instructive first-hand examples from his international experience. The author advises academic entrepreneurs to take matters into their own hands instead of relying on the initiative and support of universities and governments. He shows students and researchers how to fit lean startup methods to their existing university ecosystems, leveraging their strengths without getting bogged down in bureaucratic morass. Avoiding theory and jargon, the book focuses on real-world situations, practical steps, checklists, and case studies. University students and researchers will learn the skills they need to become startup entrepreneurs on an academic platform. The final part of University Startups and Spin-Offs addresses university administrators, educators, technology licensing officers, incubator managers, and government grant officers. It shows them with practical examples from the private and academic sectors how to integrate startups into the fabric of the university, develop a thriving entrepreneurial ecosystem for students and researchers, leverage latent network effects, build bridges between scientific research and industries seeking innovative solutions, enhance the public image of the university, and motivate the university's best and brightest to engage in startup enterprises that will deliver benefits to the university and the public as well as to

themselves.
