

DE-TECH Entrepreneurship Training and Mentoring Programme

Week-1 Idea & Technology Valorization		
Date	Topic	Trainers
16 October 60' – 14:00 CET	Keynote Speech	Hilal Kurt Irfanoglu (PODER) Nihan Yildirim (ITU) Javier Rodriguez Cuadrado (UPM)
16 October 60' – 15:00 CET	Entrepreneurial Team	
16 October 60' – 16:00 CET	TRL roadmap	

TRL Roadmap**Content**

This session presents the Technology Readiness Level (TRL) framework as a tool for assessing innovation maturity. Participants learn how to build TRL-based roadmaps that guide the transition from laboratory research to commercial deployment.

Objectives

- To explain the TRL framework and its applications.
- To provide tools for roadmap development and resource planning.

Learning Outcomes

- Assess the TRL of a project using defined criteria.
- Develop a TRL roadmap for innovation scaling.
- Evaluate how TRL progression influences commercialization strategy and resource allocation.

Week-2 Product-Market Fit & QFD Analysis		
Date	Topic	Trainers
21 October 60' – 14:00 CET	QFD analysis & product-market fit	Mehmet Erçek (ITU)
21 October 60' – 15:00 CET	Building products/platforms for scalability & sustainability	

QFD Analysis & Product-Market Fit

Content

Introduces Quality Function Deployment (QFD) as a tool to align product features with stakeholder needs. Participants learn how to evaluate product-market fit systematically.

Objectives

- To explain QFD methodology.
- To show how QFD supports product-market fit.

Learning Outcomes

- Use QFD to connect needs to product features.
- Assess product-market fit based on QFD results.
- Adjust value propositions using structured evidence.

Building Products/Platforms for Scalability & Sustainability

Content

Covers approaches for designing scalable and sustainable products. Participants explore how to build adaptable platforms suitable for long-term growth.

Objectives

- To highlight principles of scalable design.
- To demonstrate sustainable product development strategies.

Learning Outcomes

- Identify factors that support scalability.
- Apply sustainability considerations in product design.
- Develop platform-based approaches for growth.

Week-3 Market Validation & Testing - Financial Modeling & Funding		
Date	Topic	Trainers
23 October 60' - 14:00 CET	Channel/revenue modeling & pricing	Arístides Senra (UPM) Mehmet Erçek (ITU)
23 October 60' - 15:00 CET	Designing the financial model & scenarios	
23 October 60' - 16:00 CET	Funding needs and opportunities & Deal flow and valuation	

Channel/Revenue Modeling & Pricing

Content

Focuses on designing revenue models and pricing strategies for deep-tech innovations. Participants learn to align business models with financial sustainability.

Objectives

- To introduce revenue modeling methods.
- To demonstrate practical pricing strategies.

Learning Outcomes

- Model revenue streams.
- Apply pricing methods to innovative products.
- Evaluate revenue sustainability.

Designing the Financial Model & Scenarios

Content

Explains how to design financial models and create scenarios for startups. Participants learn fundamentals of startup economics and scenario planning.

Objectives

- To introduce financial modeling for startups.
- To highlight scenario-based planning.

Learning Outcomes

- Build startup financial models.

- Develop scenarios to test assumptions.
- Use models to guide financial decisions.

Funding Needs & Opportunities

Content

Covers identifying funding needs and exploring financing sources. Participants learn how to match opportunities with suitable funding channels.

Objectives

- To provide knowledge of funding mechanisms.
- To assess funding strategies for startups.

Learning Outcomes

- Identify funding requirements.
- Explore suitable funding sources.
- Match funding strategies to business needs.

Deal Flow & Valuation

Content

Provides an overview of startup valuation and investment deal flow. Explains investor perspectives on valuation and negotiation.

Objectives

- To introduce valuation concepts.
- To explain deal flow dynamics.

Learning Outcomes

- Understand valuation metrics.
- Interpret deal flow processes.
- Engage with investors using valuation evidence.

Week-4		
Idea & Technology Valorization - Market Validation & Testing		
Date	Topic	Trainers
30 October 60' - 14:00 CET	Hypothetical value proposition	Olivier Zéphir
30 October 60' - 15:00 CET	Business models for scalability	

Business Models for Scalability

Content

Introduces scalable business models and their role in deep-tech growth. Focuses on structures that support expansion while maintaining sustainability.

Objectives

- To explore scalable business model patterns.
- To highlight key enablers of scaling.

Learning Outcomes

- Identify scalable business model structures.
- Apply scaling strategies to business model design.
- Evaluate growth readiness of business models.

Week-5 Customer Journey & Need Analysis		
Date	Topic	Trainers
6 November 60' – 14:00 CET	Hypothetical customer journey & decomposition	Jim Seltenrijch
6 November 60' – 15:00 CET	Target Stakeholders and Qualitative analyses of stakeholder needs	
6 November 60' – 16:00 CET	Prioritization of need statements	

Hypothetical Customer Journey, Decomposition & Target Stakeholders and Qualitative Analyses of Stakeholder Needs

Content

Introduces customer journey mapping and decomposition techniques. Participants learn to structure customer interactions and break them into meaningful stages to uncover opportunities for innovation.

Objectives

- To teach methods for mapping customer journeys.
- To highlight decomposition as a tool for identifying gaps and opportunities.

Learning Outcomes

- Build a customer journey map.
- Decompose customer interactions into analyzable stages.
- Identify pain points and opportunity areas.

Prioritization of Need Statements

Content

Focuses on stakeholder need analysis and prioritization. Participants learn qualitative techniques to assess stakeholder demands and convert them into actionable requirements.

Objectives

- To teach qualitative stakeholder analysis methods.
- To provide frameworks for prioritizing needs effectively.

Learning Outcomes

- Apply qualitative methods to stakeholder needs.
- Prioritize needs using structured frameworks.
- Translate prioritized needs into requirements for innovation.



Week-6 Market Validation & Testing - Product-Market Fit & QFD Analysis		
Date	Topic	Trainers
13 November 60' – 14:00 CET	Field tests and Business Testing	Hennig Lucas
13 November 60' – 15:00 CET	Potential commercial opportunity and Valorization – (optional: TTO Experiences)	
13 November 60' – 16:00 CET	Designing commercialization strategy & roadmap	

Field Tests & Business Testing

Content

Covers the design and execution of field tests to validate assumptions. Participants gain insights into testing prototypes and business hypotheses.

Objectives

- To provide knowledge on experimental validation.
- To highlight feedback collection methods.

Learning Outcomes

- Design and conduct field tests.
- Collect user and market feedback.
- Refine business models based on test data.

Potential Commercial Opportunity

Content

Examines how to identify and evaluate commercial opportunities. Focus is placed on market readiness, business potential, and risk-return trade-offs.

Objectives

- To provide methods for opportunity assessment.
- To link opportunity analysis to strategic decision-making.

Learning Outcomes

- Identify potential commercial opportunities.
- Evaluate market readiness indicators.
- Assess risks and opportunities in commercialization.

Week-7 Company Scaling & Governance		
Date	Topic	Trainers
20 November 60' – 14:00 CET	Governance & equity partnership dynamics	Laura Millán Mayoral
20 November 60' – 15:00 CET	Basic company structures	
20 November 60' – 16:00 CET	Managing employee & resource compositions for scalability	

Governance & Equity Partnership Dynamics

Content

Covers governance structures and equity dynamics. Participants learn equity distribution strategies and governance frameworks.

Objectives

- To explain governance models.
- To highlight equity partnership considerations.

Learning Outcomes

- Analyze governance models.
- Assess equity partnership dynamics.
- Suggest frameworks for equitable growth.

Basic Company Structures

Content

Introduces company structures, legal frameworks, and organizational foundations.

Objectives

- To provide knowledge on company forms.
- To demonstrate implications of legal structures.

Learning Outcomes

- Identify types of company structures.
- Assess their relevance for scaling.
- Match structures to growth strategies.

Managing Employee & Resource Compositions**Content**

Focuses on resource allocation and workforce management in scaling companies.

Objectives

- To highlight human and material resource planning.
- To demonstrate resource reallocation for growth.

Learning Outcomes

- Allocate resources effectively.
- Balance workforce needs in scaling.
- Develop resource management strategies.

Week-8 Intellectual Property Rights & Strategy			Intellectual Property Rights & Strategy
Date	Topic	Trainers	
27 November 60' – 14:00 CET	IPR terms, definitions & regulations	Helena Valas	
27 November 60' – 15:00 CET	IPR strategies that complement different business models		

IPR Terms, Definitions & Regulations

Content

Explains core IPR terms, regulations, and compliance frameworks.

Objectives

- To introduce IPR basics.
- To explain legal frameworks.

Learning Outcomes

- Define key IPR terms.
- Understand IPR regulations.
- Apply compliance in entrepreneurial contexts.

IPR Strategies & Business Models

Content

Discusses how IPR strategies complement business models for sustainable growth.

Objectives

- To align IPR strategies with business models.
- To explore sustainable commercialization.

Learning Outcomes

- Link IPR strategy to business models.
- Evaluate IPR approaches for scalability.



- Integrate IPR planning into commercialization.

Week-9 PITCHING AND ENTREPRENEURIAL COMMUNICATION TRAINING		
Date	Topic	Trainers
4 December 60' – 14:00 CET	Pitching and Entrepreneurial Communication Training	Oscar Santos Sopena (UPM)

Pitching & Presentation Techniques

Content

A two-part session on pitching techniques and communication skills. Session 1 introduces structuring a pitch, while Session 2 provides advanced practice and feedback for entrepreneurial presentations.

Objectives

- To provide practical training on pitching.
- To develop confidence in presentation delivery.
- To adapt communication to different audiences.

Learning Outcomes

- Structure and deliver effective pitches.
- Use presentation tools with confidence.
- Tailor communication to investors, partners, and stakeholders.
- Improve pitches through feedback and iteration.

De-TECH

Deep Tech European Venture Builder (De-TECH):

Driving University Innovation to the Market

EIT HEI Initiative

Innovation Capacity Building
for Higher Education



European Institute of
Innovation & Technology

Funded by the
European Union

