

# Procedure for admission to AAU's Entrepreneur in Residence corps

The Entrepreneur in Residence Corps is a special setup where AAU student startups, after participating in AAU's Startup Program or upon graduation, can continue their progress at Innovate for periods of six months, with the possibility of extension. This requires the team, in return, to undertake a series of practical obligations in AAU's incubation environment.

## Fact box:

- Teams get access to Innovate and can maintain a physical space.
- The team can receive sparring from a dedicated AAU business advisor.
- The team can have access to the external mentor network as well as AAU network meetings.
- The team is in the development phase and must not be operational. The team must still not have a business address at AAU.

## The framework for applying for admission to the "Entrepreneur in Residence" corps:

1. Applicants must be Founders/Co-Founder and have completed a stay in AAU's startup program (18 months) within the last 3 months and an active part of AAU's Incubation Environment - or already part of the Entrepreneur in Residence corps at the time of application.
2. The applicant must be willing to contribute positively to the culture-creating work in and around AAU's startup environment (see obligations below - please note the difference between **students** vs. **graduates**). It is important that you motivate how you want to deal with this in your Pitch.
3. The work with your startup must primarily be in the development phase rather than the operation phase - and your pitch must include a timeline with clear milestones and an indication of "time to market".
4. The team must demonstrate diversity in its composition or, at a minimum, plan for it in the onboarding of the next Co-Founder.
5. The framework for participation in the Entrepreneur in Residence corps is agreed for 6 months at a time, with the possibility of extension.

As a student, you must:	As a graduate, you must:
Work purposefully with the development of your startup and update the business advisor.	Work purposefully with the development of your startup and update the business advisor.
Contribute to recruitment activities: fair participation, Friday bars, statements, cases.	Contribute to recruitment activities: fair participation, Friday bar, testimonials, take over AAU-Instagram, or cases.
Participate in network activities: network meetings, social activities.	Plan and communicate social activities for the other startups in the community.

	Be responsible for organizing several network meetings.
	Participate as a sparring partner for new teams in the community.
	Super user in the incubation environment and and be a host when asked/needed.

### **Applications for admission to the "Entrepreneur in Residence corps"**

Application calls are open twice a year. The application deadline is mid-February and mid-August at 12:00 PM. Future dates will be available on [innovate.aau.dk/Entrepreneurs in Residence](http://innovate.aau.dk/Entrepreneurs%20in%20Residence)

A Panel will be held in the week following the application deadline at Innovate. You will receive a separate invitation to Pitch for the Panel.

An admission to the Entrepreneur in Residence corps will cover six months from the kick-off. The kick-off for new EIR takes place in the weeks following the Panel.

### **Criteria for admission to the Entrepreneur in Residence corps:**

Applicants are judged based on the team's onepager and a pitch given to a panel consisting of Innovate's management.

**The one-pager:** A one-pager template is issued to applicants by emailing Heidi Nørgaard Jensen, [henj@adm.aau.dk](mailto:henj@adm.aau.dk)

**The pitch:** Applicant has max. 5 minutes to pitch the idea. The Panel can ask questions for up to 15 minutes. All EIR applicants will be notified directly in the days following the pitch.

The team's pitch deck must be handed in after the pitch and is included as part of the application procedure.

### **Criteria/ template for your 5. minute pitch:**

- The team's Why is described.
- The business model is described incl. validation.
- What help does the team require? –
  - You must describe the team's current status and a plan must be presented for the next 6 months' milestones as well as an indication of "time to market".
- It is important that during your pitch you motivate how the team can positively contribute to the culture-creating work in and around AAU's startup community.

### **This is what the Panel will focus on:**

To be accepted into the Entrepreneur in Residence corps. The team must show that they are on the way to building a viable business that can manage to create new jobs and create solutions that benefit the outside world. The applications are assessed based on their validation, business potential, impact in relation to world goals and sustainability, collaboration with others and the team's desire to contribute positively to the culture-creating work in and around AAU's startup environment. The team must demonstrate diversity in its composition or, at a minimum, plan for it in the onboarding of the next Co-Founder.

### **How do I apply for admission to the Entrepreneur in Residence corps?**

Please send the completed one-pager by email to [startup@aau.dk](mailto:startup@aau.dk). State "Entrepreneur in Residence" in the subject line.

### **If you have any questions, you can contact:**

Heidi Nørgaard Jensen / [henj@adm.aau.dk](mailto:henj@adm.aau.dk) / +45 22444560