

# Entrepreneurship panel

**Moderator: Karin Carlsson**

**Partipants: Viktor Pensoft**

**Claes Savantic**

**Inga Management**

**Erik Thorelli Bionote**

# Panel discussion – short description

- Introducing the panel:
  - Erik Thorelli – CEO of Bionote Gothenburg, Bionote is connecting Citizens with Scientist, through a digital platform. "It's everyone's right to now what spices you have around you". The company was founded last year with great success.
  - Viktor Senderov – PhD student at Pensoft Sofia, representing Pensoft instead of Professor Lyubo. Pensoft is a publishing tool company that helps academics publish academic publications. Professor Lyubomir has run the company since start.
  - PhD Claes Orsholm - CEO of Savantic Stockholm, Savantic takes research knowledge to business solutions. Claes has been CEO since start 1999.
  - Inga von Sydow – Management Consult (heard before)

# First discussion topic

- It always start with a brilliant idea or in your case maybe a research result, that you want to make a successful opportunity. You all been in this situation when the idea shall be realized. What was the issues and possibilities with bringing an idea to BC?
  - Start with Erik.
  - Did any one experience the same?
  - What else did you experience?
  - Did you get help in the process, from where, EU, governments?
  
  - (discussion 10-15 minutes)

# Second topic

- Now you have registered your company – enthusiastic you would like to get going. What has been your expectations, what was the hardest part? Get funding, marketing (getting through the information wall) or resources?
  - Victor start by describing how the company grow and how the company got attention. What was difficult, what was easier than expected.
  - Everyone to reflect on this, both Victor's answers and the others.
    - See if anyone has experienced the so called "Death valley"? – when the company is not taking off as expected.
  - (Discussion 10-15 minutes)

# Third topic

- The Growth is not happening due to many factor; It can be the market is not ready yet, it can be financially ups and downs which makes the company go from stable to emergency situations very quickly. For you who might have been in that situation, how would you tackle this?
  - Claes to reflect on ups and downs in a company?
  - Inga as well what is your experience: good and bad.
  - Rest of panel to add or reflect on this topic.
  
- (minutes 10-15)

# Summery of the Panel discussion

- Karin will sum up what has been discussed and good findings and knowledge from this entrepreneurs.
  - See how this valuable knowledge can be used.
- Also a good input for the afternoon work which will be a more practical part. Take these experiences with you when you will work in the afternoon.
- Question from audience to the panel....