CAS ETH
Entrepreneurial Leadership in Technology Ventures

Developing entrepreneurial strategies and leadership skills for technology ventures
Welcome to the Certificate of Advanced Studies programme in “Entrepreneurial Leadership in Technology Ventures” (CAS ETH ELTV). The goal of the programme is to help you develop into leaders of tomorrow’s technology companies and to assist you in founding and scaling your own technology businesses. A significant part of the programme consists of personal development work in the form of leadership coaching by renowned coaches with CEO experience. In addition, coaches with serial entrepreneurial experience will guide you in getting your business off the ground. Coaching sessions alternate with teaching modules that introduce you to the latest insights on how to set up a technology business, how to structure deals and term sheets, how to raise financing, how to set up and scale a team, how to engage in entrepreneurial marketing and sales and how to deal with legal issues. To bring it all to life, you will take part in a study trip, which will offer ample opportunities to discuss your ideas and business with stakeholders in the technology-oriented entrepreneurial scene. We hope you will enjoy the journey as much as we do!

Professor Bart Clarysse  
Programme Director  
Professor for Entrepreneurship

Professor Vanessa Wood  
Vice President for Knowledge Transfer and Corporate Relations  
Professor for Materials and Device Engineering
The CAS ETH ELTV programme uses contemporary executive-education methods, i.e. interactive classes with an application-focused style of instruction. It consists of four main blocks:

- Five educational modules to impart core knowledge
- Individual and custom-tailored trajectory coaching, fitting the needs of participants’ business projects
- Personal Leadership development equipping participants with the ability to take on leadership responsibilities in their own venture or company.
- A study trip to a lively business ecosystem (e.g. Paris, London, Copenhagen)

The CAS ETH ELTV programme develops the competencies required for careers in corporate entrepreneurship or as innovation project leaders in technology ventures. Furthermore, the programme prepares participants for roles as founders, CEOs or other top management team members in technology startups.

**Language**
The course will be taught in English.

**Venue**
ETH Zurich

**Registration deadline**
15 July

**Degree**
Certificate of Advanced Studies ETH in Entrepreneurial Leadership in Technology Ventures (CAS ETH ELTV)

**Tuition and registration**
CHF 13,930*

* Reduced rates for ETH Pioneer Fellows and partners available
Programme structure

12 months part-time | 15 ECTS credit points

Block I: Core Knowledge
5 Modules | 2 Days (Fri & Sat) every 2 months

Five knowledge modules providing unique research-based insights into the specifics of entrepreneurial strategy, operations, and organisational set-up relevant to technology ventures.

entrepreneurial strategies | entrepreneurial leadership and teams | entrepreneurial marketing and sales | new venture finance and legal | scaling new ventures and sustainable business models

Block II: Business Project
Ongoing coaching throughout the 12-month programme

Experienced business coaches and start-up mentors will guide participants as they move forward with their projects.

Business Project Development
- Kick-off: goal setting for business project
- Coaching and mentoring meetings
- Final exam: project pitch and defense

Block III: Leadership Development
Ongoing coaching throughout the 12-month programme

Senior executive coaches guide participants in developing a clear action plan to unfold their leadership potential.

Personal and Team Leadership Development
- Understand your strengths and barriers
- Create, maintain, and steer a well-functioning team
- Learn to work in complex stakeholder settings

Block IV: Study Trip
Off-site study trip

During the study trip participants will immerse themselves deeply in an entrepreneurial ecosystem for inspiration, strategic networking, and skill-building in pitching and business communications.

International Ecosystem Immersion Module
- Immersion in local ecosystem
- Pitching to local investors, partners, customers
- Networking with local founders community
“I am a firm believer in impact through technology. As an engineer I have that part covered. The CAS ELTV helps me to commercialise the technology and transfer it to the industry, where it unfolds its potential.”

Christoph Schneeberger
ETH Pioneer Fellow
CAS ELTV Alumnus 2020

“As a doctoral candidate I was focused on science and technology. Now, as an aspiring entrepreneur many other things have become equally important: Leadership, legal aspects, financing and others, all of which were new to me. The CAS covers these topics and hence gave me a profound understanding of entrepreneurship. I can always come back to the CAS to use some of these concepts to grow my venture.”

Zuzana Sediva
ETH Pioneer Fellow
CAS ELTV Alumna 2020

“Being involved in a medtech start-up brings with it the challenges of developing different market entry and pricing strategies for different countries. The CAS ELTV gave me the tools to approach these aspects from different angles. The programme helped me to develop my leadership skills, build my network, and find the right strategies for the success of my company.”

Özge Karakas
Founder and COO
Hi-D Imaging
CAS ELTV Alumna 2020
Coordination and Contact

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