

Program curator  
**Daria Stazharova**

# HOW TO DEFEND YOUR THESIS AS A BUSINESS PROJECT AND LAUNCH A STARTUP?

**BUSINESS—THESIS** X ФТММ



# THESIS DEFENSE OPTIONS AT ITMO



**A CONVENTIONAL THESIS**



**STARTUP** → **BUSINESS  
PROJECT AS  
THESIS** → **ENTREPRENEURSHIP**



**ART  
& SCIENCE** → **ART  
PROJECT AS  
THESIS** → **FUTURE LABOR  
MARKETS**



**SCIENCE** → **SCIENTIFIC  
ARTICLE AS  
THESIS** → **ACADEMIC LABOR  
MARKET**



## BUSINESS PROJECT AS THESIS

The Business Project as Thesis program allows students to work with leading experts in the field of technological entrepreneurship on various aspects of their projects



**PRODUCT**



**BUSINESS MODEL**



**MARKETING**



**SALES**



**IP**



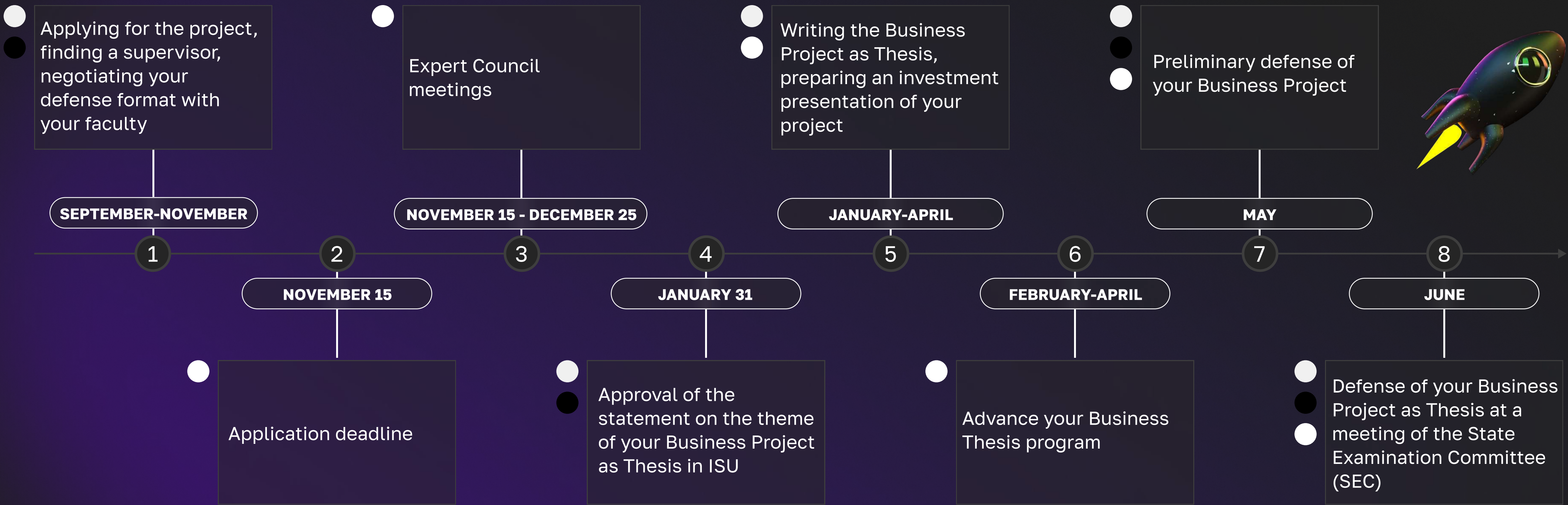
**RISKS**

**OUTCOME: INVESTOR PRESENTATION**





# BUSINESS PROJECT AS THESIS TIMELINE



- thesis supervisor
- head of educational program
- itmotech



## Project fundamental value:

### TECHNOLOGY:

- science (novelty, probability of success)
- economics of production (cost, budget and deadlines for refinement/ scaling, production sites)
- regulation (certification)
- digitalization/automation possibilities

### INTELLECTUAL PROPERTY:

- defense strategy
- scope of rights
- validity

### MARKET:

- main user scenarios
- target market
- competitive landscape and market share
- pricing



# STRUCTURE OF A BUSINESS PROJECT AS THESIS

## Project investment value:

### TEAM:

- team members and their skills
- consultants

### FINANCE:

- funding strategies
- necessary funds (to reach the nearest point of growth in value, enter the market, and/or break-even point)

### BUSINESS VALUATION:

- payback period
- investment NPV and IRR
- suggested exit strategy

### RISK MANAGEMENT:

- key risks and proposed actions to manage them



## WHAT DO I GET FROM IT?

The program offers a unique opportunity to develop your project from an idea, a study, or a prototype to a commercially successful innovative product in a short period of time



Putting your skills and competencies into practice



Networking and the possibility to defend your thesis in a team of students from different fields



Participation in Russian and international startup competitions and acceleration events with support from ITMO's corporate partners



Consultations with leading experts in the field of technological entrepreneurship on the subject of your project



Packaging the project to attract your first investments



Launching your own startup



WHAT DO I GET FROM IT?

104

Business  
Projects as  
Theses in 2023

187

**million rubles**

Volume of attracted  
investments

Here you can find all the people you will need, ranging from your future startup co-founder to an experienced entrepreneur, who can share their knowledge with you for free. And as we know, knowledge is the most valuable resource in the 21st century



Dmitry  
Rozhdestvensky

Graduate of the program  
"Business Thesis" 2022



1 July 2021, 19:22 UTC+3 59229



## Powerplace Founders On Their Quick-Charge Module And Future Of Power Distribution

The startup's smart module for charging stations can recharge electric cars and scooters several times faster than a regular line supply. Meanwhile, the module's software offers protection in cases of emergency and an overall increase in the charger's efficiency.

Business success Innovation Startup Life Partnership Enterprise

14 November 2022, 18:24 UTC+3 24611



## Startups by ITMO Students Win 1 Million Rubles in Funding

Projects by eleven ITMO students were named best in a student startup contest held by the Foundation for Assistance to Small Innovative Enterprises, with each of the projects being supported by a 1 million ruble grant to see it to fruition. Read on to learn more about these star ideas.

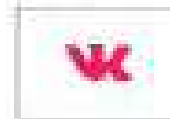
3 August 2022, 18:05 UTC+3 8071



## Edible Tableware, Ecomonitoring, and Smart Packaging: Graduation Projects of ITMO Students in Innovation Entrepreneurship

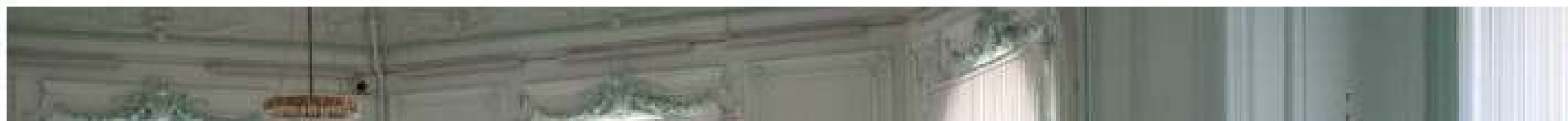
This summer, ITMO's Faculty of Technological Management and Innovations (FTMI) held a thesis defense where future foodtech entrepreneurs presented their graduation projects and startup ideas. Keep reading to learn more about what ideas students came up with, when their products will make it to stores and restaurants, and what they have to say about today's market.

24 July 2023, 19:11 UTC+3 3156



## 2023 Startups as Theses: Smart Home for the Impaired, Agrotech and More

This year, a record-breaking 104 students from 11 faculties defended their startups as thesis – using the [opportunity](#) first offered by ITMO in 2019. Among their projects are a smart home for people with disabilities, financial courses for kids, and several agrotech startups – read on to learn more.



14 August 2023, 18:09 UTC+3 714



## 25 ITMO Students Win 1-Million-Ruble Grants for Their Startups

The Russian Foundation for Assistance to Small Innovative Enterprises has awarded grants of 1 million rubles to 25 ITMO students who were chosen as winners of the contest Student Startup.





## SUCCESS STORIES

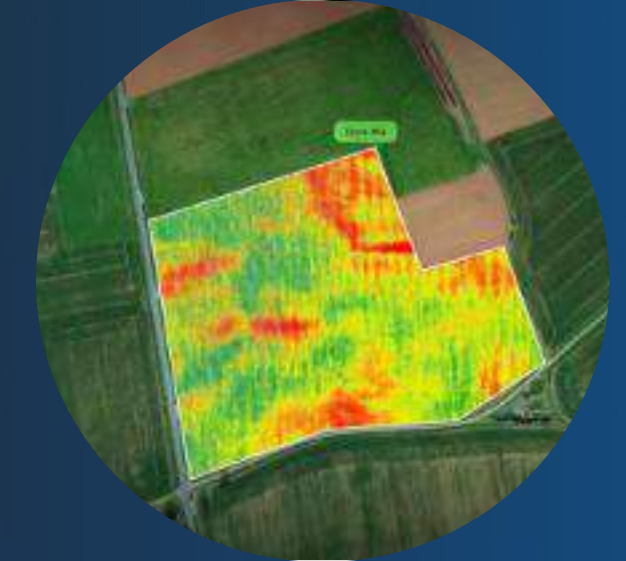
### SilkInS

Spider web proteins added to creams  
heal cuts and blemishes



### AEROSPACE-AGRO

System for operational monitoring of  
adverse situations in the fields based  
on AI algorithms



### WARMR

Functional textile based on nano- and  
microprinted electronics and IT  
solutions



### INSPIRÉ DU VIN

Hydrogel for accelerated regeneration  
of stretch marks



### ALGAFOOD

Microalgae mutant strains



### IONTRACK

Biochemical express tests for  
essential macronutrients in a saliva  
sample





**HOW CAN I APPLY FOR THE  
PROGRAM BUSINESS THESIS?**







Can I participate in the program, if I don't have an idea for a startup or a team?



If you don't have an idea, you can always join one of the already existing teams. If you don't have a team, we will help you find like-minded people

You can find the current vacancies and projects in this page



Fill in this form to look for a team or a project





?

Can students of the same faculty and specialization participate in the same project defense?



Yes, but your roles on the team must be clearly defined.  
The Business Project as Thesis can be done by a student:

- on their own;
- as part of a team formed by students of the same or different educational programs or faculties
- as part of a team with external participants.

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How many members can there be in a team?



Your team must include at least one and no more than four members.





Can I choose a topic that is outside of my specializationIs?



No, because in your Business Project as Thesis (Business-Thesis) you will have to demonstrate a level of expertise sufficient for independent professional activity in the field of your educational program.



In what form should the work be presented? Do I need to do anything other than the presentation?



At ITMO University, a written thesis is **mandatory** regardless of its format. You can find more information about the current regulations for business projects as theses on the official page.







Will participating in the Accelerator or Pre-Accelerator be of help?



Yes, this way you will get to work on your project in more detail, while also getting free support from mentors.  
As a bonus, completing the accelerating program can be credited as practical training.

Don't forget to mark your calendar for FTMI's annual winter intensive educational program Advance Your Business Thesis!

Stay tuned for announcements on the faculty's official VK page







What stage should the project be at by its defense in June-July? Could it be a detailed business plan or do I have to submit a project that was already proven to be successful on the market?



The program welcomes projects from different fields, which means that each of them will have a different timeline for launching an MVP. For instance, a life sciences project is associated with long-term scientific developments and research, which makes it very difficult to achieve significant results in one or two years . However, if your team is working on a mobile application, then it is fairly possible to produce an MVP within the same time frame. For each project, the team presents a roadmap, demonstrating what outcomes they want to produce by the time of their thesis defense.



# WE WILL HELP YOU TURN YOUR IDEAS INTO REALITY



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