

## Frequently Asked Questions (FAQs)

### What is CAROTS?

CAROTS was an international project – funded by the INTERREG BSR programme and ended in December 2021. CAROTS stands for Commercial Analytical Research Organisations Transnational Strategy. The project's aim was to establish a new type of private or public-private company in the Baltic Sea Region. Commercial Analytical Research Organisations or Scientific Service Companies, as we also call them, act as intermediary bodies between industry and academia, providing enterprises with much quicker yet complete assistance in analytical research in the fields of e.g. New Materials, Nanotech, and Life Sciences. The project was led by DESY, [Deutsches Elektronen-Synchrotron](#), Germany, in dialogue with ten project partners and twelve associated organisations from across the Baltic Sea Region.

Please visit [carots.eu](http://carots.eu) for more details.

As part of the project, a pilot Startup School was launched in 2021 to help found new scientific service companies. To date the school helped found two new companies.

### What is the CAROTS 2.0 Startup School?

In 2022 we at the [Innovation Technology and Transfer](#) team will continue the Startup School under the name CAROTS 2.0 funded by DESY, the [Helmholtz Society](#) and [Hereon](#). The programme will comprise of five webinars and two 1 on 1 CEO coaching sessions all held in English and online.

The aim of the school is to help train scientists on the key components of founding their own scientific service company. To bring innovative ideas, to help them prototype and gain coaching from specialists that have done this before. It's also a chance to network and collaborate with other scientists in similar fields and to drive the innovation agenda.

### Who can apply?

Applications are welcome from all scientists with a background and potential idea within new materials, nanotech, cleantech, and life sciences and new for 2022 from data analysis scientists. We would also like to encourage applications from female scientists who are particularly successful in founding Scientific Service Companies.

### How do Scientific Service Companies help scientists and businesses?

Scientific Service Companies act as innovative problem solvers and facilitate applicable tailor-made solutions to industrial and societal challenges involving industry and academia. Lowering the burden for businesses (particularly SMEs) to get in touch with research infrastructures and being knowledgeable about research instruments and methods are key features of their competence. They easily meet the industry's interests in confidentiality and in concluding straightforward contracts on industry terms while advancing applied science through method development as well as real knowledge and technology transfer. They act as

executors of scientific expertise and “ambassadors” for research potential and facilities by e.g. carrying out measurements and experiments with their own staff at research facilities. Scientific Service Companies act as translators and educators of methods, results, and data by interpreting scientific insights for their industrial customers.

To get an impression of the day to day business of Scientific Service Companies have a look at our interview series with their CEOs

[https://www.carots.eu/carots\\_intermediary\\_company\\_portraits/](https://www.carots.eu/carots_intermediary_company_portraits/)

### **What types of analytical techniques qualify?**

Scientific service companies are distinguished from other measurement providers by their scientific orientation. They do not test and certify a product, component, or service on a recurring basis like the TÜV, for example. Mostly, the scientific service consists of intensive consultation with the customer about his (scientific) problem, subsequent measurements, evaluation of the measurements (see also our additional focus on data analysis in the StartUp School), and conclusions together with the customer. In many cases, highly sophisticated measurement techniques are used, which require appropriate experience and access to the measurement instruments - such as methods of diffraction, scattering, tomography, and spectroscopy. Good examples are measurements at synchrotrons, high-energy lasers, or neutron sources. However, these examples should not exclude laboratory methods.

### **How many people can apply?**

You can apply individually or as a team. A maximum of three people of one team can take part in coaching and our webinars.

### **How many spaces are there on the STARTUP SCHOOL?**

We can offer a maximum amount of 12 spaces on the STARTUP SCHOOL in 2022, so please apply quickly.

### **How much time do I have to invest if I get into the program of the STARTUP SCHOOL?**

You can plan with approximately two 1:1 coaching of 60 minutes each and five webinars between May and October 2022 (each approx. 4 hours). At the end of the STARTUP SCHOOL, applicants will be asked to present their business idea to a jury and submit a short business plan. You will also need to assign time for the short homework assignments after each webinar topic.

### **What are the key dates to remember?**

Registration to apply opens on Friday 4<sup>th</sup> February 2022.

Applications for the STARTUP SCHOOL can be sent in between Friday 4<sup>th</sup> February 2022 and Monday 21<sup>st</sup> March 2022.

Online coaching and monthly webinars start in May 2022 and end in October 2022.

**If I already have an idea for a startup, will it be treated confidentially?**

Yes, absolutely! All ideas presented will be confidential within the STARTUP SCHOOL and coaches. Applicants remain their sole owners.

**Who can I contact if I have a question regarding my application?**

Please get in touch with Dr. Uwe Sassenberg by email: [uwe.sassenberg@desy.de](mailto:uwe.sassenberg@desy.de)