

Entrepreneurship Training Ticino



BUSINESS CONCEPT GET THE STARTUP TOOLBOX

INNOSUISSE MODULE 2

Commissioned by



Schweizerische Eidgenossenschaft
Confédération suisse
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della Svizzera italiana

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Are you interested in entrepreneurship?
Do you already have an innovative business idea?
Are you intending to found your own company?

Apply for the free Business Concept Course!

In the **Business Concept** module you will learn the essentials for being successful in knowledge and technology-oriented entrepreneurship.

Moreover, you will:

- sharpen and train your entrepreneurial thinking
- experience an exciting journey transforming an idea into a business concept
- gain theoretical and practical competencies to master future leadership positions in a startup or succeed in founding your own company.

Duration

Evening classes on Tuesday:
5.30-9.15 pm, 02.10.-04.12.2018

Location

Università della Svizzera italiana
Via Buffi 13
6900 Lugano
Red building
Room A11

Participants

Students, doctoral students, postdocs and researchers of Universities and Universities of Applied Sciences; company representatives with experience in research and development.

Costs

None

Online registration

www.entrepreneurship-training.ch > courses > Ticino
Registration deadline: **18.09.2018**

The number of participants is limited. Candidates are advised to start the application process as early as possible to secure their place.

Contact

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www.entrepreneurship-training.ch

«Business Concept can be of great value to researchers who want to leverage their discoveries. This benefits not only the economy but also the academic research itself.»

Prof. MD Antonio Lanzavecchia, Director
Institute for Research in Biomedicine, USI,
Scientific founder of Humabs BioMed



«The growing market potential of innovative technologies will open incredible business opportunities: valuable entrepreneurial skills are crucial to face the challenge.»

Prof. Dr. Emanuele Carpanzano, Director
Department of Innovative Technologies, SUPSI



«As a researcher developing technology, I worked with students learning how to start a business around that technology. It was a stimulating and engaging experience for all.»

Prof. Dr. Antonio Carzaniga,
Dean Faculty of Informatics, USI

COURSE PROGRAM

| Unit | Date | Topics |
|------|----------|--------------------------------------------|
| 1 | 02.10.18 | Entrepreneurial thinking |
| 2 | 09.10.18 | Establishing and developing a team |
| 3 | 16.10.18 | Startup eco-system |
| 4 | 23.10.18 | Developing customer relationships |
| 5 | 30.10.18 | Product development and market performance |
| 6 | 06.11.18 | Financing |
| 7 | 13.11.18 | Business and financial planning |
| 8 | 20.11.18 | Protecting your innovation |
| 9 | 27.11.18 | How to pitch a business idea |
| 10 | 04.12.18 | Projects presentations |

Experiential Exercises

You will practice your acquired knowledge in a small group project.

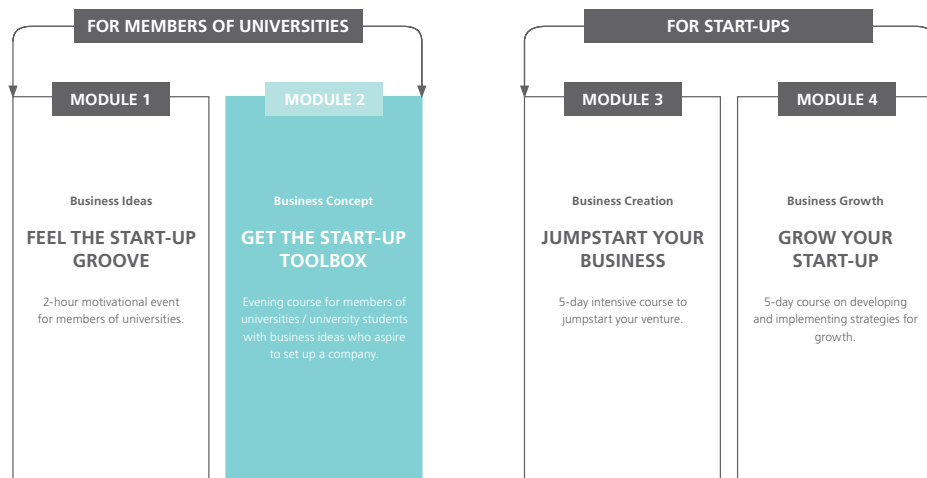
Coaching

Our experienced trainers will provide feedback and support. They will share their entrepreneurial secrets when teaching interactively.

Entrepreneurial Ecosystem

You will gain access to the Ecosystem players in Ticino and have networking opportunities.

From the idea to a successful company



«We truly enjoyed the course; great teachers with invaluable expertise»

Ivo Kwee, Senior Researcher in Bioinformatics

«Inspiring and enriching – a valuable experience for developing an entrepreneurial mindset»

Monica Mendini, Researcher in Marketing and Communication

www.entrepreneurship-training.ch | www.innosuisse.ch



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