



Module 2 - Lugano

Business Concept

**Evening classes
on Tuesdays
March-May 2026
17.30-21.15**

**Room C2.09, Sector C
East Campus
Via la Santa 1
6962 Viganello**



**Information
and registration**
innosuisse-training-ticino.ch

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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.

Participants	Students, doctoral students, postdocs, research and alumni of Universities and Universities of Applied Science; people who are interested in starting a science-based company.
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Experiential Exercises	You will practice your acquired knowledge in a small group project.
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Coaching	Our experienced trainers will provide feedback and support. They will share their entrepreneurial secrets when teaching interactively. Wednesday 25.03 15.00-20.00 Wednesday 29.04 15.00-20.00
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Entrepreneurial Ecosystem	You will gain access to the Ecosystem players in Ticino and have networking opportunities.
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Costs	None
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Online registration	innosuisse-training-ticino.ch
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Registration deadline 22.02.2026

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

Course programme

Tuesday	03.03	17.30-21.15	Bootcamp
Tuesday	10.03	17.30-21.15	Business modelling
Tuesday	17.03	17.30-21.15	Product development and Market performance
Tuesday	24.03	17.30-21.15	Developing customer relationships
Tuesday	31.03	17.30-21.15	Prototyping
Tuesday	14.04	17.30-21.15	Financial planning
Tuesday	21.04	17.30-21.15	Protecting your innovation
Tuesday	28.04	17.30-21.15	Establishing and developing a Team
Tuesday	05.05	17.30-21.15	Financing pathways: from grants to Venture Capital
Tuesday	12.05	17.30-21.15	Idea pitching
Tuesday	19.05	17.30-21.15	Projects presentations



«This can be one of your first steps into becoming an entrepreneur; it was for me and I'm happy that I participated in a course that put me on this exciting journey»

Dario Mantegazza, Ph.D.

Alumnus of the Dalle Molle Institute for Artificial Intelligence (USI-SUPSI), CEO & Head of Research at Flycatcher SA



«As a scientist, the Business Concept course helped me look at my work through an entrepreneurial lens. It gave me the tools and mindset to start exploring how to turn scientific discoveries into real-world solutions.»

Concetta Guerra

Post doc scientist at Institute for Research in Biomedicine (IRB)

Co-founder of MethylX



«The ongoing global socio-economic transformations will open new business challenges; to catch them entrepreneurial attitudes and skills will be of growing relevance»

Prof. Dr. Emanuele Carpanzano,

Director of Research, Development and Knowledge Transfer at SUPSI



«It's often the scientific community which selects good ideas, but it's always the market which selects good entrepreneurs.»

Prof. Dr. Luca Maria Gambardella,

Full professor at the Faculty of Informatics USI and member of IDSIA

CEO & Co-Founder Artificialy SA

The Business Concept is Module 2 of the Innosuisse Entrepreneurship Training Programme. This programme is offered throughout Switzerland and is structured into various modules based on the maturity level of the startup and the entrepreneurial skills.

From the idea to a successful company

