

BUSINESS CONCEPT 2016

PROGRAM OVERVIEW

Date	Course	Speaker
1 Tuesday 04.10.16	<u>Entrepreneurial Thinking</u> Presentation of the program. Selection of projects to be used as case study and formation of the groups. The entrepreneurial challenge: testimony of successful entrepreneurs.	<i>Francesco Lurati et al.</i>
3 Tuesday 18.10.16	<u>Startup Eco-System</u> Knowing the federal and regional major actors involved in the startup eco-system and their role (CTI, Foundations, incubators, techno parks, regional support centers). Support through Stakeholders.	<i>Siegfried Alberton</i>
3 Thursday 20.10.16	<u>Establishing and Developing a Team</u> Forming, Establishing and Developing a New Team. Team Characteristics and complementarity. Elements for the leadership of the team. Auto management and team management.	<i>Patrick Lardi</i>
4 Tuesday 25.10.16	<u>Developing customer relationships</u> Assessing the market and identifying target customers. Defining the positioning and the Unique Selling Proposition. Developing the initial business relationships with customers and suppliers.	<i>Ivan Snehota</i>
5 Tuesday 08.11.16	<u>Product Development and Market performance</u> Level of Innovation; market Size and Pricing. Product development process. SWOT Analysis. Business model and value proposition.	<i>Gianluca Colombo</i>
6 Tuesday 15.11.16	<u>Financing</u> Financing opportunities for a start-up. Possible source (FFF, Business Angel, Venture Capitalist, etc.). Choice of the legal form for the new venture. Negotiating with the potential funders.	<i>Umberto Bondi</i>
7 Tuesday 22.11.16	<u>Business and financial planning</u> Structure and content of the business plan. Quantify costs and revenues. Financial projections and capital needs. Deal proposal for the investors.	<i>Alessandro Cavadini</i>
8 Tuesday 29.11.16	<u>Protecting your innovation</u> The protection of your creativity, your business and your investment through contractual and legal means. Intellectual property. Contracts. Red Flags. University Knowledge Transfer.	<i>Gianni Cattaneo</i>

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Un programma di training della CTI



Start-Up e imprenditoria
CTI Entrepreneurship



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Commissione per la tecnologia e l'innovazione CTI

9 Tuesday
6.12.16

Idea Pitching

How to present the value of your entrepreneurial project to various stakeholders in order to gain their support

Suzanne Suggs

10 Tuesday
13.12.16

Projects Presentations

Final project presentations and feedback from experts.

*Francesco Lurati
et al.*

Time 17:15 – 21:15 with lunch break.

Place USI Lugano, Room A11

Contacts

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