BUSINESS CONCEPT
GET THE STARTUP TOOLBOX
INNOSUISSE START-UP TRAINING MODULE 2
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
- **Bootcamp:** Tuesday: 5:30-9.15 pm, 04.10.22
- **Evening Classes once a week:** 5.30-9.15 pm, 11.10.-14.12.2022

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
[https://entrepreneurship-training.ch/module2/ticino/registration](https://entrepreneurship-training.ch/module2/ticino/registration)

**Registration deadline:** 25.09.2022

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](http://www.entrepreneurship-training.ch)
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.

COURSE PROGRAM

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<th>Topic</th>
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<td>Tue 04.10.22</td>
<td>Boot camp</td>
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<td>1 Tue 11.10.22</td>
<td>Entrepreneurial Thinking</td>
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<td>2 Tue 18.10.22</td>
<td>Developing customer relationships</td>
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<td>3 Tue 25.10.22</td>
<td>Product development and Market performance</td>
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<td>4 Wed 02.11.22</td>
<td>Startup Eco-System</td>
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<td>5 Tue 08.11.22</td>
<td>Establishing and developing a Team</td>
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<td>6 Tue 15.11.22</td>
<td>Financing</td>
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<td>7 Tue 22.11.22</td>
<td>Business and financial planning</td>
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<td>8 Tue 29.11.22</td>
<td>Protecting your innovation</td>
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<td>9 Tue 06.12.22</td>
<td>Idea pitching</td>
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<td>10 Wed 14.12.22</td>
<td>Projects presentations</td>
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«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, Former 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 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, Pro-Rector for Innovation and Corporate Relations at USI, full professor at the Faculty of Informatics USI and member of IDSIA
From the idea to a successful company

FOR MEMBERS OF UNIVERSITIES

MODULE 1
Business Ideas
FEEL THE START-UP GROOVE
2-hour motivational event for members of universities.

MODULE 2
Business Concept
GET THE START-UP TOOLBOX
Evening course for members of universities/university students with business ideas who aspire to set up a company.

FOR START-UPS

MODULE 3
Business Creation
JUMPSTART YOUR BUSINESS

MODULE 4
Business Growth
GROW YOUR START-UP
5-day course on developing and implementing strategies for growth.

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