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: 5.30-9.15pm, 07.03.2023
• Evening Classes on Tuesdays: 5.30-9.15pm, 14.03.–23.05.2023

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

Registration deadline: 28.02.2023

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

Contact
Francesco Meli
Via la Santa 1
6962 Lugano-Viganello
+41 58 666 4230
entrepreneurship.training@usi.ch
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

<table>
<thead>
<tr>
<th>Tue</th>
<th>07.03.23</th>
<th>Bootcamp</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Tue</td>
<td>14.03.23</td>
<td>Business Modelling</td>
</tr>
<tr>
<td>2 Tue</td>
<td>21.03.23</td>
<td>Developing customer relationships</td>
</tr>
<tr>
<td>3 Tue</td>
<td>28.03.23</td>
<td>Product development and Market performance</td>
</tr>
<tr>
<td>4 Tue</td>
<td>04.04.23</td>
<td>Startup Ecosystem</td>
</tr>
<tr>
<td>5 Tue</td>
<td>18.04.23</td>
<td>Establishing and developing a Team</td>
</tr>
<tr>
<td>6 Tue</td>
<td>25.04.23</td>
<td>Financing</td>
</tr>
<tr>
<td>7 Tue</td>
<td>02.05.23</td>
<td>Financial Planning</td>
</tr>
<tr>
<td>8 Tue</td>
<td>09.05.23</td>
<td>Protecting your innovation</td>
</tr>
<tr>
<td>9 Tue</td>
<td>16.05.23</td>
<td>Idea pitching</td>
</tr>
<tr>
<td>10 Tue</td>
<td>23.05.23</td>
<td>Projects presentations</td>
</tr>
</tbody>
</table>
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.

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

Università della Svizzera Italiana
SUPSI
be advanced
Fachhochschule Nordwestschweiz
CRED CENTER FOR REGIONAL ECONOMIC DEVELOPMENT
Berner Fachhochschule
FH ZentralSchweiz

Lucerne University of Applied Sciences and Arts
HOCHSCHULE LUZERN

University of Basel
nW