



Module 2

BUSINESS CONCEPT

Get the startup toolbox

A CTI training programme



Start-up and entrepreneurship
CTI Entrepreneurship



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Commission for Technology and Innovation CTI

www.mitte.cti-entrepreneurship.ch



Module 2

You should consider Module 2

- If you are interested in entrepreneurship
- If you already have an innovative business idea
- If you are willing to found your own company

You will sharpen and train your entrepreneurial thinking. During this course, you will be guided through the steps needed to turn an idea into a business concept. You will gain theoretical and practical competencies to master future leadership positions in a startup or succeed in founding your own company.

Location

Università della Svizzera italiana

Lugano campus, Room A11

Via Giuseppe Buffi 13

6900 Lugano

Registration

<http://www.entrepreneurship.usi.ch/content/registration-business-concept-2016>

Contact

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Language

English

The number of participants is limited.
The module is free of charge.

Module 2: Business Concept

“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.”

Antonio Lanzavecchia, MD
Professor Human Immunology ETH Zurich
Director Institute for Research in Biomedicine, USI, Bellinzona
Scientific founder of Humabs BioMed



CONTENTS

1. Entrepreneurial Thinking

2. The Startup Eco-system

3. Establishing and Developing a Team

4. Developing Customer Relationships

5. Product Development and Market Performance

6. Financing

7. Business and Financial Planning

8. Intellectual Property

9. How to Pitch a Business Idea

2016 SCHEDULE

On Tuesdays, 17:15 – 21:15

04.10.2016

18.10.2016

20.10.2016 (Thursday, 17:15 - 21:15)

25.10.2016

08.11.2016

15.11.2016

22.11.2016

29.11.2016

06.12.2016

13.12.2016

What to expect

- This practically oriented training in entrepreneurship provides you with an overview of the most vital knowledge and skills, which are crucial for successfully realizing a promising business idea. Experienced experts, successful entrepreneurs and insiders from the startup scene will share their secrets with you. The course consists of a balance of lectures, interactive sessions and workshops. Furthermore, you will receive valuable inputs and handy hints on how to master the thorny and rocky road to business formation.
- This training will support your ability to recognize, envision, and develop promising business ideas and assess most of the risks your business venture should encounter. You will be encouraged to proactively meet entrepreneurial challenges!



CtiEntrepreneurshipMitte

From an idea to a successful business

For people interested in entrepreneurship

Module 1

Business Ideas **Feel the startup groove**

½-day motivational event

Module 2

Business Concept **Get the startup toolbox**

One-semester evening course for people with business ideas or the intention of founding a startup.

For startups

Module 3

Business Creation **Jumpstart your business**

5-day intensive course to jumpstart your venture.

Module 4

Business Growth **Grow your startup**

5-day course on developing and implementing strategies for growth.

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