

2021  
Edition



# BUSINESS IDEAS

## FEEL THE START-UP GROOVE

INNOSUISSE START-UP TRAINING - MODULE 1

24 November 2021  
16.30-18.30

Auditorium Suglio Business Center,  
Via Cantonale 18, 6928 Manno

### SCHEDULE

- 16:30 Welcome**
- **Francesco Meli**, Center management and Coach at USI Startup Centre
  - **Leandro Bitetti**, Lecturer-researcher at SUPSI
- 16.40 Entrepreneurship as a career path**
- **Andrea Girasole**, CEO & Co-Founder of Billte
  - **Riccardo Roveri**, Co-Founder of animati.co
  - **Giorgia Pati**, Managing Partner - Match Strategies
- 17.20 Q&A**
- 17.30 "My first pitch" competition**
- pitch of the 5 finalists
- 17.50 Innosuisse start-up training programme**
- **Francesco Meli**
- 18.00 Award ceremony "My first pitch"**
- 18.30 End of event – Apéro & Networking**



### Registration required

<https://entrepreneurship-training.ch/module1/ticino>

Only participants with a valid Covid Pass and ID will be admitted in compliance with the current regulation.

**Business Ideas is a motivational event focused on the topic of entrepreneurship, dedicated to students and university researchers, organized by USI and SUPSI as part of the federal training program Innosuisse Start-up training.**

The event is structured in two blocks:

- **Entrepreneurship as a career path**

3 young entrepreneurs who have decided to follow a different career path will share their stories and experience: what is their educational background, why did they choose the startup world over a career in established companies, what are the benefits and challenges.

- **"My first pitch" competition**

Do you have a business idea that you would like to develop? Record a video of maximum 3 minutes in English or Italian and upload it to the link found below. The top 5 candidates will be invited to present their project live in the "elevator pitch" format to win a direct admission to the pre-incubation phase at USI Startup Centre incubator to transform the idea into a startup.

In order to sign up for the Business Ideas event (even if you do not intend to participate in the "My first pitch" competition) you must register using the following link:

<https://entrepreneurship-training.ch/module1/ticino>

The videos created to participate in the "My first pitch" competition are to be uploaded here:

<https://bit.ly/3wtpRp6>

For more information feel free to contact:

Francesco Meli, +41 58 666 4230, [francesco.meli@usi.ch](mailto:francesco.meli@usi.ch)

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