2020 Edition

Entrepreneurship Training Ticino

BUSINESS CONCEPT
GET THE STARTUP TOOLBOX

INNOSUISSE START-UP TRAINING MODULE 2

Commissioned by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation
Innosuisse – Swiss Innovation Agency

Università della Svizzera Italiana
Scuola universitaria professionale della Svizzera Italiana
SUPSI

START-UP Centro Promozione
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.

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 deadline: 27.09.2020

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

Contact
Entrepreneurship Training Ticino
Francesco Meli
Via Maderno 24
6900 Lugano
entrepreneurship.training@usi.ch
+41 58 666 4230
www.entrepreneurship-training.ch

Duration
- Bootcamp: Saturday 1.30-5.00pm, 03.10.2020
- Evening Classes on Tuesdays: 5.30-9.15pm, 13.10.–15.12.2020

Location
Università della Svizzera italiana
Via Buffi 13
6900 Lugano
Red building
Room A11

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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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«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, 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 Department of Innovative Technologies, SUPSI

«As a researcher developing technology, I worked with students learning how to start a business around that technology. It was a stimulating and engaging experience for all.»

Prof. Dr. Antonio Carzaniga, Dean Faculty of Informatics, USI

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

MODULE 4

Business Growth
GROW YOUR START-UP

«We truly enjoyed the course; great teachers with invaluable expertise»
Ivo Kwee, Senior Researcher in Bioinformatics

«Inspiring and enriching – a valuable experience for developing an entrepreneurial mindset»
Monica Mendini, Researcher in Marketing and Communication