



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](http://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

CTI Entrepreneurship Ticino  
Lugano campus, Room A11  
Via Maderno 24  
6900 Lugano  
cti.entrepreneurship@usi.ch  
+41 058 666 47 04  
[www.ticino.cti-entrepreneurship.ch](http://www.ticino.cti-entrepreneurship.ch)

### 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



## 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!

## 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



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.

[www.cti-entrepreneurship.ch](http://www.cti-entrepreneurship.ch)

**n|w** Fachhochschule  
Nordwestschweiz

**B**  
**H**  
Bern  
Fachhochschule

**u<sup>b</sup>**  
UNIVERSITÄT  
BERN

Lucerne University of  
Applied Sciences and Arts  
**HOCHSCHULE  
LUZERN**  
FH Zentralschweiz

**BASE** **4** **HIGH**  
**CAMP** **TECH**

**INNOBE**

Scuola universitaria professionale  
della Svizzera italiana  
**SUPSI**

Università  
della  
Svizzera  
italiana

**START-UP**  
Centro Promozione