BUSINESS CONCEPT
GET THE STARTUP TOOLBOX
INNOSUISSE START-UP TRAINING MODULE 2

Commissioned by
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederazione svizzera
Swiss Confederation
Innosuisse – Swiss Innovation Agency

2020 Edition
Entrepreneurship Training Ticino
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, 06.10.2020  
• **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

**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**  
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+41 58 666 4230  
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>Unit</th>
<th>Date</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>06.10.20</td>
<td>Bootcamp</td>
</tr>
<tr>
<td>2</td>
<td>13.10.20</td>
<td>Entrepreneurial Thinking</td>
</tr>
<tr>
<td>3</td>
<td>20.10.20</td>
<td>Developing customer relationships</td>
</tr>
<tr>
<td>4</td>
<td>27.10.20</td>
<td>Product development and Market performance</td>
</tr>
<tr>
<td>5</td>
<td>03.11.20</td>
<td>Startup Eco-System</td>
</tr>
<tr>
<td>6</td>
<td>10.11.20</td>
<td>Establishing and developing a Team</td>
</tr>
<tr>
<td>7</td>
<td>17.11.20</td>
<td>Financing</td>
</tr>
<tr>
<td>8</td>
<td>24.11.20</td>
<td>Protecting your innovation</td>
</tr>
<tr>
<td>9</td>
<td>01.12.20</td>
<td>Business and financial planning</td>
</tr>
<tr>
<td>10</td>
<td>09.12.20</td>
<td>Idea pitching</td>
</tr>
<tr>
<td>11</td>
<td>15.12.20</td>
<td>Projects presentations</td>
</tr>
</tbody>
</table>

«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

«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