

2022  
Edition



# BUSINESS CONCEPT GET THE STARTUP TOOLBOX

INNOSUISSE START-UP TRAINING MODULE 2

Comissioned by



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

Organised by



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**SUPSI**

**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: 5:30-9.15 pm, 04.10.22
- **Evening Classes once a week:** 5.30-9.15 pm, 11.10.-14.12.2022

### Location

Room C2.09  
Sector C  
East Campus  
Via la Santa 1  
6962 Viganello

### Contact

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

### 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>



Registration  
deadline:  
**25.09.2022**

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

«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, Former 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 of Research, Development and Knowledge  
Transfer at SUPSI



«It's often the scientific community which selects good ideas, but it's always the market which selects good entrepreneurs.»

Prof. Dr. Luca Maria Gambardella,  
Pro-Rector for Innovation and Corporate Relations at USI,  
full professor at the Faculty of Informatics USI  
and member of IDSIA

## COURSE PROGRAM

	Tue	04.10.22	Boot camp
1	Tue	11.10.22	Entrepreneurial Thinking
2	Tue	18.10.22	Developing customer relationships
3	Tue	25.10.22	Product development and Market performance
4	Wed	02.11.22	Startup Eco-System
5	Tue	08.11.22	Establishing and developing a Team
6	Tue	15.11.22	Financing
7	Tue	22.11.22	Business and financial planning
8	Tue	29.11.22	Protecting your innovation
9	Tue	06.12.22	Idea pitching
10	Wed	14.12.22	Projects presentations

### Experiential Exercises

You will practice your acquired knowledge in a small group project.

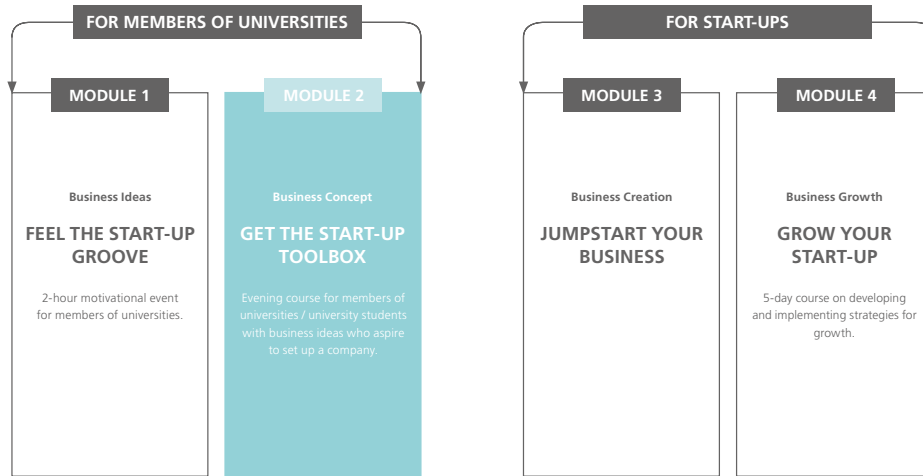
### Coaching

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.

# From the idea to a successful company



[www.entrepreneurship-training.ch](http://www.entrepreneurship-training.ch) | [www.innosuisse.ch](http://www.innosuisse.ch)



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Lucerne University of Applied Sciences and Arts

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