BUSINESS CONCEPT
GET THE STARTUP TOOLBOX
INNOSUISSE START-UP TRAINING MODULE 2
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, 05.03.2024
• **Evening classes on Tuesdays:** 5.30-9.15pm, 12.03-21.05.2024
• **Registration Deadline:** da 25.02.2024

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

Contact
Francesco Meli
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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: 25.02.2024

The number of participants is limited. Candidates are advised to start the application process as early as possible to secure their place.
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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<td>Bootcamp</td>
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<td>1 Tue 12.03.24</td>
<td>Business Modelling</td>
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<td>2 Thur 21.03.24</td>
<td>Developing customer relations</td>
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<td>3 Tue 26.03.24</td>
<td>Product Development and Market Performance</td>
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<td>Startup Eco-system</td>
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<td>5 Tue 16.04.24</td>
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<td>6 Tue 23.04.24</td>
<td>Establishing and developing a Team</td>
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<td>8 Tue 07.05.24</td>
<td>Protecting your innovation</td>
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<td>9 Tue 14.05.24</td>
<td>Idea pitching</td>
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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, Former Director Institute for Research in Biomedicine, USI, Scientific founder of Humabs BioMed

"The ongoing global socio-economic transformations will open new business challenges; to catch them entrepreneurial attitudes and skills will be of growing relevance"
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
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
Evening course for members of universities/university students with business ideas who aspire to set up a company.

«Business Concept marked the beginning of my entrepreneurial journey. An incredible experience that gave me the basic tools to turn my idea into a business.»
Fabio Amicarelli, PhD candidate at the Academy of Architecture, USI and Co-founder of Foldcast, winner of Boldbain Startup Challenge 2023

www.entrepreneurship-training.ch | www.innosuisse.ch