

2024
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



Università
della
Svizzera
italiana

Scuola universitaria professionale
della Svizzera italiana

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:** 5.30-9.15pm, 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 Viganello

Contact

Francesco Meli
Via la Santa 1
6962 Lugano-Viganello
+41 58 666 4230
entrepreneurship.training@usi.ch
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.

«**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

COURSE PROGRAM

	Tue	05.03.24	Bootcamp
1	Tue	12.03.24	Business Modelling
2	Thur	21.03.24	Developing customer relationships
3	Tue	26.03.24	Product Development and Market Performance
4	Tue	09.04.24	Startup Eco-system
5	Tue	16.04.24	Financing
6	Tue	23.04.24	Establishing and developing a Team
7	Tue	30.04.24	Financial Planning
8	Tue	07.05.24	Protecting your innovation.
9	Tue	14.05.24	Idea pitching
10	Tue	21.05.24	Projects presentations



«**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

Experiential Exercises

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

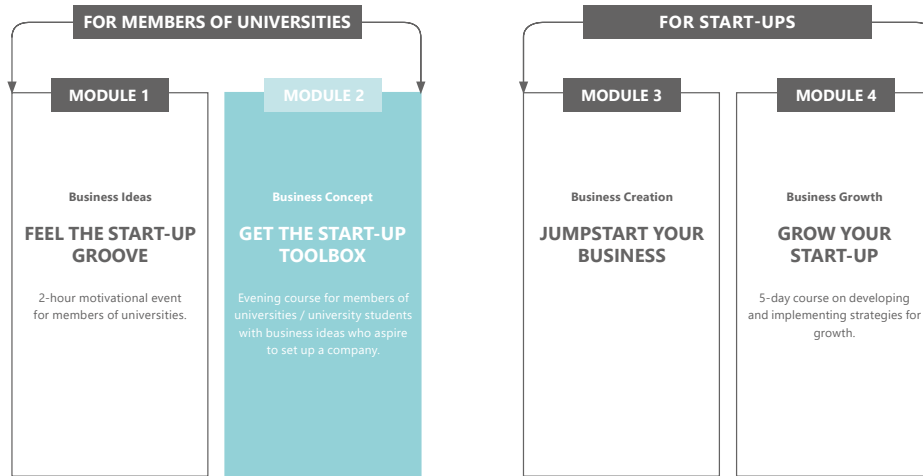
Coaching

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




«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

