BUSINESS IDEAS
FEEL THE START-UP GROOVE
INNOSUISSE START-UP TRAINING - MODULE 1

Friday 21 May, 2021
Online

SCHEDULE

12.00 Welcome and Introduction

12.15 Intrapreneurship (being entrepreneurs within a company) – The Getkickbox methodology at RUAG AG
Athos Guanziroli – Innovation manager RUAG AG

12.30 Q&A

12.45 How to innovate: Intrapreneurship vs. startup - Roundtable:
• Niklaus Stocker, founder OpenLab Group SA
• Jaime Agramontt, founder Daxtro Swiss Sagl & President of AITI UP!
• Leandro Bitetti – Lecturer-researcher at SUPSI

13.30 Q&A

The event will be held in english
Business Ideas is a motivational event focused on the topic of entrepreneurship, dedicated to students and university researchers, organized by USI and SUPSI as part of the federal training program Innosuisse Start-up training. Two editions of Business Ideas will be held this year:

- Friday 21 May, 12.00-14.00, online.
- Wednesday 24 November, 16.30-18.30, in attendance.

The topic of this first edition will be: "How to innovate by overcoming obstacles in startups and in established companies".

Through the testimonies of entrepreneurs and intrapreneurs (entrepreneurs in the company), different methodologies and approaches to innovate will be discovered. You will be able to interact with guests, discuss your ideas, doubts and visions on the business world.

Students will be able to discover the importance of entrepreneurial attitude. Spirit of initiative and entrepreneurship are in fact not only essential for those who intend to build their own startup but are also highly demanded skills within large and well-established companies.

To register for the event and receive the access link, you must register here: https://entrepreneurship-training.ch/module1/ticino/registration