


2023  
Edition



# BUSINESS CONCEPT GET THE STARTUP TOOLBOX

INNOSUISSE START-UP TRAINING MODULE 2

Commissioned 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: 5.30-9.15pm, 07.03.2023
- **Evening Classes on Tuesdays:** 5.30-9.15pm, 14.03.–23.05.2023

### 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:  
**28.02.2023**

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



**«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	07.03.23	Bootcamp
1	Tue	14.03.23	Business Modelling
2	Tue	21.03.23	Developing customer relationships
3	Tue	28.03.23	Product development and Market performance
4	Tue	04.04.23	Startup Ecosystem
5	Tue	18.04.23	Establishing and developing a Team
6	Tue	25.04.23	Financing
7	Tue	02.05.23	Financial Planning
8	Tue	09.05.23	Protecting your innovation
9	Tue	16.05.23	Idea pitching
10	Tue	23.05.23	Projects presentations

### Experiential Exercises

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

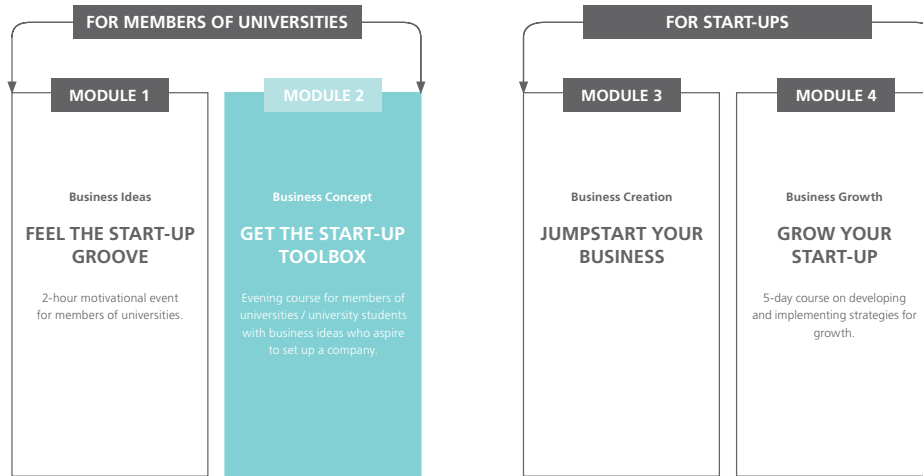
### Coaching

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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