

BUSINESS CONCEPT 2016

PROGRAM OVERVIEW

Date	Course	Speaker
1 Tuesday 04.10.16	<u>Entrepreneurial Thinking</u> Presentation of the program. Selection of projects to be used as case study and formation of the groups. The entrepreneurial challenge: testimony of successful entrepreneurs.	<i>Francesco Lurati et al.</i>
3 Tuesday 18.10.16	<u>Startup Eco-System</u> Knowing the federal and regional major actors involved in the startup eco-system and their role (CTI, Foundations, incubators, techno parks, regional support centers). Support through Stakeholders.	<i>Siegfried Alberton</i>
3 Thursday 20.10.16	<u>Establishing and Developing a Team</u> Forming, Establishing and Developing a New Team. Team Characteristics and complementarity. Elements for the leadership of the team. Auto management and team management.	<i>Patrick Lardi</i>
4 Tuesday 25.10.16	<u>Developing customer relationships</u> Assessing the market and identifying target customers. Defining the positioning and the Unique Selling Proposition. Developing the initial business relationships with customers and suppliers.	<i>Ivan Snehota</i>
5 Tuesday 08.11.16	<u>Product Development and Market performance</u> Level of Innovation; market Size and Pricing. Product development process. SWOT Analysis. Business model and value proposition.	<i>Gianluca Colombo</i>
6 Tuesday 15.11.16	<u>Financing</u> Financing opportunities for a start-up. Possible source (FFF, Business Angel, Venture Capitalist, etc.). Choice of the legal form for the new venture. Negotiating with the potential funders.	<i>Umberto Bondi</i>
7 Tuesday 22.11.16	<u>Business and financial planning</u> Structure and content of the business plan. Quantify costs and revenues. Financial projections and capital needs. Deal proposal for the investors.	<i>Alessandro Cavadini</i>
8 Tuesday 29.11.16	<u>Protecting your innovation</u> The protection of your creativity, your business and your investment through contractual and legal means. Intellectual property. Contracts. Red Flags. University Knowledge Transfer.	<i>Gianni Cattaneo</i>

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Un programma di training della CTI



Start-Up e imprenditoria
CTI Entrepreneurship



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Commissione per la tecnologia e l'innovazione CTI

- 9 Tuesday** **Idea Pitching** *Suzanne Suggs*
6.12.16 How to present the value of your entrepreneurial project to various stakeholders in order to gain their support
- 10 Tuesday** **Projects Presentations** *Francesco Lurati*
13.12.16 Final project presentations and feedback from experts. *et al.*

Time 17:15 – 21:15 with lunch break.

Place USI Lugano, Room A11

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