

Module 2

# Business Concept

Get the startup toolbox



## A CTI training programme



### Start-Up and entrepreneurship

CTI Entrepreneurship



Schweizerische Eidgenossenschaft  
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Confederazione Svizzera  
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Swiss Confederation

Commission for Technology and Innovation CTI

[www.ticino.cti-entrepreneurship.ch](http://www.ticino.cti-entrepreneurship.ch)



## Module 2: Business Concept

### You should consider Module 2

- If you are interested in entrepreneurship
- If you already have an innovative business idea
- If you are willing to found your own company

You will sharpen and train your entrepreneurial thinking. During this course, you will be guided through the steps needed to turn an idea into a business concept. You will gain theoretical and practical competencies to master future leadership positions in a startup or succeed in founding your own company.

### Location:

Università della Svizzera italiana  
Via Giuseppe Buffi 13  
6900 Lugano

### Registration:

<http://ticino.cti-entrepreneurship.ch/en/courses/>

### Contact:

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6900 Lugano  
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+58 666 47 04  
[www.ticino.cti-entrepreneurship.ch](http://www.ticino.cti-entrepreneurship.ch)

### Language:

English

The number of participants is limited.  
The module is free of charge.

*“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.”*



**Antonio Lanzavecchia, MD**  
Director Institute for Research  
in Biomedicine, USI, Bellinzona  
Scientific founder of Humabs BioMed



## Contents

- **Entrepreneurial Thinking**
- **Establishing and Developing a Team**
- **The Startup Eco-System**
- **Developing customer relationships**
- **Product Development and Market performance**
- **Financing**
- **Business and financial planning**
- **Intellectual Property**
- **How to Pitch a Business Idea**

## 2017 Schedule

Tuesday, 17:30 – 21:15

From 10/10/2017 until 12/12/2017

## What to expect

- This practically oriented training in entrepreneurship provides you with an overview of the most vital knowledge and skills, which are crucial for successfully realizing a promising business idea. Experienced experts, successful entrepreneurs and insiders from the startup scene will share their secrets with you. The course consists of a balance of lectures, interactive sessions and workshops. Furthermore, you will receive valuable inputs and handy hints on how to master the thorny and rocky road to business formation.
- This training will support your ability to recognize, envision, and develop promising business ideas and assess most of the risks your business venture should encounter. You will be encouraged to proactively meet entrepreneurial challenges!



## For people interested in entrepreneurship

Module 1

### Business Ideas

Feel the startup groove

½-day motivation event

Module 2

### Business Concept

Get the startup toolbox

Semester evening class for persons with business ideas or the intention of founding a start-up.

## For startups

Module 3

### Business Creation

Jumpstart your business

5-day intensive course to jumpstart your venture.

Module 4

### Business Growth

Grow your startup

5-day course on developing and implementing strategies for growth.

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**SUPSI**

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**u<sup>b</sup>**

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