



UNIVERSITÀ DEGLI STUDI
DELL'INSUBRIA

INNOVATION CAMP FOR PhD STUDENTS

2023 EDITION

A deep dive into innovation and execution

A course dedicated to the dissemination of the concepts of **entrepreneurship** and **innovation** among the **PhD students**. It starts from the fundamental tools of the **lean startup approach** up to the development of an **innovative idea**.



OPEN TO ALL PhD STUDENTS

Please register using the QR Code or the following link: <https://bit.ly/InnoCamp23>

Organized by Mauro Fasano, Alessia Pisoni, Andrea Vezzulli and the Research & Innovation Office

DAY 1: Introduction to startup world

16th March 2023 | Varese | 14.00 – 18.00

- The startup world: fundamental tools
- Market analysis
- Incubators and successful startup

DAY 2: How to protect the idea

23rd March 2023 | Varese | 14.00 – 18.00

- Appropriability strategies and IP protection
- Patent metrics and data analysis

DAY 3: The Lean Startup with hands-on

30th March 2023 | Como | 14.00 – 18.00

- The Lean Startup approach
- Value Proposition and Business Model Canvas

DAY 4: How to fund and support the idea

14th April 2023 | Varese | 9.00 – 13.00

- The capital raising process
- Science parks and their role in supporting innovation

DAY 5: How to communicate the idea

8th May 2023 | Como | 14.00 – 18.00

- Pitch structure
- Soft skills for pitching

DAY 6: Mentoring activities

End May | TBD

- Mentoring activities for business ideas

DAY 7: Pitch Clinique

Mid June | TBD

- Pitch refinement session

DAY 8: Pitching session

End June | TBD

- Final presentation of business ideas