

Innovation Camp for Insubria PhD students

“A deep dive into innovation and execution”

CFU: 4.5 Lecturer: Prof. Prof. Mauro Fasano, Alessia Pisoni, Andrea Vezzulli

Objective: According to EU Council, entrepreneurship is one of the eight Key Competences for Lifelong learning. Innovation Camp for PhD Students is a course dedicated to the dissemination of entrepreneurship and innovation concepts among PhD students and to the development of the related hard and soft skills. It begins from the milestones of the lean startup approach up to the development of an innovative idea. At the end of the course an open badge will be issued to all participants who attended both the open day and at least 75% of the remaining proposed activities.

COURSE TOPICS

Open day: Research potential, entrepreneurship, and technology transfer (4 h)

- Research social and economic impact
- Technology transfer tools provided from the Atheneum

Introduction to startup world (4 h)

- The start-up world: fundamental tools
- Market analysis

Legal aspects (4 h)

- IP protection strategies
- Legal issues of startups

The Lean Startup with hands-on (4 h)

- The Lean Startup approach
- Value Proposition and Business

Model Canvas

Funding and supporting the idea (4 h)

- The capital raising process
- EU opportunities for startups
- Focus on alternative finance and on the role of business angels

Communication of the idea (4 h)

- Pitch structure
- Soft skills for pitching

Team working & mentoring activities (4 h)

- The importance of the team
- How to work efficiently in a team
- Mentoring activities

Pitch refinement session (4 h)

Final presentation of business ideas (4 h)