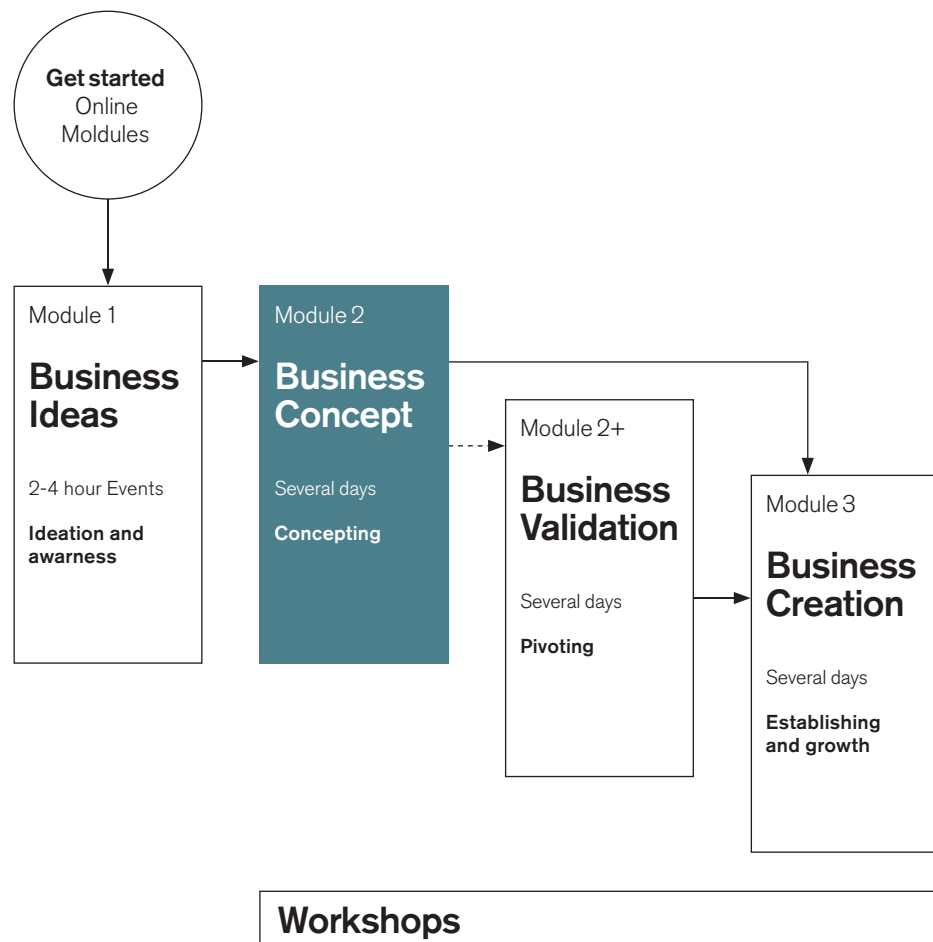


The Business Concept is Module 2 of the Innosuisse Entrepreneurship Training Programme. This programme is offered throughout Switzerland and is structured into various modules based on the maturity level of the startup and the entrepreneurial skills.

From the idea to a successful company



# Innosuisse Entrepreneurship Training Ticino



Module 2 - Lugano

# Business concept

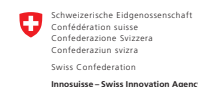
Evening classes  
on Tuesdays  
March-May 2025  
17.30-19.30

Room C2.09, Sector C  
East Campus  
Via la Santa 1  
6962 Viganello



Information  
and registration  
[innosuisse-training-ticino.ch](https://innosuisse-training-ticino.ch)

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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.

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<b>Participants</b>	Students, doctoral students, postdocs, research and alumni of Universities and Universities of Applied Science; people who are interested in starting a science-based company.
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<b>Experiential Exercises</b>	You will practice your acquired knowledge in a small group project.
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<b>Coaching</b>	Our experienced trainers will provide feedback and support. They will share their entrepreneurial secrets when teaching interactively.
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<b>Entrepreneurial Ecosystem</b>	You will gain access to the Ecosystem players in Ticino and have networking opportunities.
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<b>Costs</b>	None
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<b>Online registration</b>	<a href="https://innosuisse-training-ticino.ch">innosuisse-training-ticino.ch</a>
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## Registration deadline 25.02.2025

The number of participants is limited. Candidates are advised to start the application process as early as possible to secure their place.

## Course programme

Tuesday	<b>04.03</b>	17.30-21.15	Bootcamp
Tuesday	<b>11.03</b>	17.30-21.15	Business Modelling
Tuesday	<b>18.03</b>	17.30-21.15	Product development and Market performance
Tuesday	<b>25.03</b>	17.30-21.15	Developing customer relationships
Tuesday	<b>01.04</b>	17.30-21.15	Prototyping
<b>Thursday</b>	<b>10.04</b>	17.30-21.15	Establishing and developing a Team
Tuesday	<b>15.04</b>	17.30-21.15	Financial planning
Tuesday	<b>29.04</b>	17.30-21.15	Protecting your innovation
Tuesday	<b>06.05</b>	17.30-21.15	Financing pathways: from grants to Venture Capital
Tuesday	<b>13.05</b>	17.30-21.15	Idea pitching
Tuesday	<b>20.05</b>	17.30-21.15	Projects presentations



**«Business Concept marked the beginning of my entrepreneurial journey. An incredible experience that gave me the basic tools to turn my idea into a business.»**

Fabio Amicarelli, PhD candidate at the Academy of Architecture, USI and Co-founder of Foldcast, winner of Boldbain Startup Challenge 2023



**«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