for PhD Students





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Knowledge valorization

Prof. M. Fasano - Prof. A. Pisoni – Prof. F. Ferrari – Prof. A. Vezzulli

• Knowledge valorization • IPR Protection: focus on patents • IPR Management Strategies



Introduction to startup world

Prof I. Capelli – Prof. A. Bellucci

9.30 - 12.30 • Varese

• The legal frameworks • The capital raising process • EU opportunities & grants



Communication of the idea

Dr. C. Farao – Dr. C. Ronchetti – Prof. A. Pisoni

- 9:00 13:00 • Como
- Soft skills for pitching • Pitch Structure



Pitch refinement session



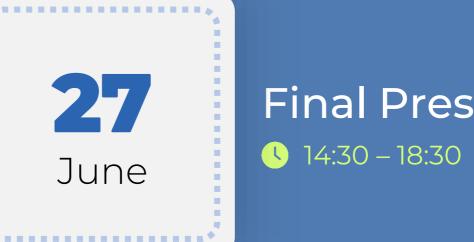
The Lean Startup with hands-on Prof. A. Pisoni

9:00 - 13:00 • Varese

• The Lean Startup Approach • Value Proposition and Business Model Canvas • Customer journey



• Busto Arsizio



Final Presentation • Como

Organized by Mauro Fasano, Alessia Pisoni, Andrea Vezzulli and the Strategic Project Office



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