



Innovation Camp for PhD Students 2023 Edition

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.

DAY 1: Introduction to startup world – A. Pisoni

16th March 2023 | Varese | 14.00 – 18.00

- The start-up world: fundamental tools
- Market analysis
- Incubators and successful startup (ComoNext and Discovery / ilFarm)

DAY 2: How to protect the idea: IP protection strategies – A. Vezzulli

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 – A. Pisoni

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 – A. Pisoni

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 – A. Pisoni and C. Farao

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

At the end of the course an open badge will be issued to all participants who have attended at least 70% of the proposed activities.