

“Innovation Camp” for Insubria PhD students – 2022 edition
A deep dive into innovation and execution

A course (6 half-days) 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: Fundamental tools

24 March 2022 | 9.00 – 13.00 – 13 MGT

- Appropriability Strategies and IP protection - Academic Patenting and University-Industry collaborations
- Patent metrics and data analysis
- From the business idea to the execution

Day 2: Funding and supporting innovation

11 April 2022 | 9.00 – 13.00

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

Day 3: The Lean Startup with hands-on

21 April 2022 | 9.00 – 13.00

- The Lean Startup approach

Day 4: Mentoring activities

12 May 2022 | 9.00 – 13.00

- Pitch structure
- Mentoring activities

Day 5: Pre-pitch session

9 June 2022 | 9.00 – 13.00

- Pitch Clinique (Pitch refinement session)

Day 6: Pitching session

7 July 2022 | 9.00 – 13.00

- Pitching session