

Three-day “innovation camp” for Insubria PhD students
A deep dive into innovation and execution

Day 1 – Foundational tools: theory and practice

Internal notes:

A full day (mainly front lectures)

Venue: Varese

Date: 23/03

- Appropriability Strategies and IP protection - Academic Patenting and University-Industry collaborations
- Patent metrics and data analysis
- From the business idea to the execution
- The capital raising process
- The Lean Startup Approach
- Pitch/Elevator pitch

Day 2 – Innovation and execution: half day hands-on

Half day

Venue: Como

Date: 20/04

- Value Proposition
- Business Model
- Pitch structure & refinement session
- Pitching practice: How to effectively communicate a business idea in front of an audience

Day 3 – Pitching session

Half day

Venue: Busto Arsizio

Date: 4/05

- Pitch (groupwork presentations) and Q&A session