

Learning Program

September 23rd - 27th, 2019

Day	Time	Teaching plan	Lecturer
23rd September 2019	15.00- 19.00	Business opportunity and technological transfer of scientific research outputs	Athos Capriotti Antonio Prencipe
24th September 2019	9.00- 13.00	Internal and external factors for business development of academic spin-off ----- From laboratory to market: scientific research results implementation in products or services for the market	Antonio Prencipe
24th September 2019	15.00- 19.00	Analysis of national and international startup ecosystem ----- Intellectual Property protection and patenting	Athos Capriotti
25th September 2019	9.00- 13.00	Product prototyping and service definition	Francesco Pezzuoli
25th September 2019	15.00- 19.00	Strategies, techniques and tools for business model and business plan development	Athos Capriotti Antonio Prencipe
26th September 2019	9.00- 13.00	Fundraising strategies	Roberto Magnifico
26th September 2019	15.00- 19.00	Validation, metrics and market test for products and services ----- Pivot methods and techniques for business model	Frank Hysa
27th September 2019	9.00- 13.00	Profitability, scaling-up and replicability for products and services in the global market ----- Sales channels and market entry strategies	Frank Hysa