

Entrepreneurship and Technology-based Startups – 2019



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



Lecturers

Prof. Moreno Muffatto, Dipartimento di Ingegneria Industriale, Università di Padova: moreno.muffatto@unipd.it

Ing. Francesco Ferrati, Dipartimento di Ingegneria Industriale, Università di Padova francesco.ferrati@unipd.it

Topics

From the idea to the market

- From a research project to an entrepreneurial project: opportunities and limits
- Recognize and evaluate an entrepreneurial opportunity
- Market, customers and value proposition
- Development of the product/service concept
- Patents and the patenting process

The team and the early decisions

- The creation of the founders' team
- Types and characteristics of founders' teams
- Founders' decisions and their consequences
- Frequent mistakes and suggestions deriving from experience

The economic and financial aspects of a startup

- The fundamental economic and financial operations of a technology-based startup
- The structures of the financial statements
- Cash flows and the cash flow statement
- Investments analysis
- The business development plan

Funding a startup

- Different sources of funds: Angel Investors and Venture Capital
- Investment companies and funds: how they work
- The investment process by an investor
- How and what investors evaluate
- The investment agreements between investors and startups

Presenting an entrepreneurial project

- Structure and key contents of a presentation
- Identify and select potential investors
- How to present an entrepreneurial project to a potential investor

Duration: 20 hours

Schedule:

Tuesday, March 12 - 9:30 -12:30

Tuesday, April 2 - 9:30 -12:30

Tuesday, May 7 - 9:30 -12:30

Tuesday, March 26 - 9:30 -12:30

Tuesday, April 9 - 9:30 -12:30

Tuesday, May 14 - 9:30 -12:30

Tuesday, May 21 - 9:30 -11:30

- **Where:** Meeting room, third floor, Dipartimento di Ingegneria Industriale, Via Venezia 1, Padova.
- **Admission:** You can register for the course by using the Moodle platform of the PhD Course.
Link: <https://elearning.unipd.it/dii/enrol/index.php?id=1596>
- **Examination:** Attendance is required for at least 70% of the lecture hours (i.e. 14 hours)
Final evaluation will be based on the discussion of a case study of a technology-based startup