



**Entrepreneurship and
Technology-Based Startups**



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Lecturers

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TOPICS

From research to innovation

- From a research project to an entrepreneurial project
- Recognize and evaluate an entrepreneurial opportunity
- Market dimension, customers' profiles and value proposition
- Development of the product/service concept
- Go-to-Market strategies

Protecting your intellectual property

- Types of IPR (patents, copyright, trademark)
- The structure of a patent application (description, claims, etc)
- Getting a patent: the patenting process (step by step)
- When to file a patent application: priority date, Patent Cooperation Treaty (PCT)
- Where to protect an invention

Creating an effective team

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

Understanding financials

- The fundamental economic and financial operations of a technology-based startup
- The structures of the financial statements
- Income Statement, Balance Sheet, Cash Flows
- Company valuation
- Sources and cost of capital

Fundraising and investments

- Different sources of funds: Angel Investors and Venture Capital
- Investment companies and funds: how they work
- How and what investors evaluate
- The investment agreements between investors and startups
- New ventures' funding options

Schedule (7 lectures, 20 hours - CFU given)

Wednesday, November 27	9:30 - 12:30
Wednesday, December 4	9:30 - 12:30
Wednesday, December 11	9:30 - 12:30
Wednesday, December 18	9:30 - 12:30
Wednesday, January 8	9:30 - 12:30
Wednesday, January 15	9:30 - 12:30
Wednesday, January 29	9:30 - 11:30

Where: Dipartimento di Ingegneria Industriale
Meeting room, third floor - Via Venezia 1, Padova.

ENROLL IN THE COURSE: You can register by November 26
at the address:

<https://elearning.unipd.it/dii/enrol/index.php?id=1897>