

Entrepreneurship and Technology-based Startups

March – May 2019

Lecturers:

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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

References:

Noam Wasserman (2013) *The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup*, Princeton University Press.

Thomas R. Ittelson (2009), *Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports*, Career Press.

Hall, J., & Hofer, C. W. (1993). Venture capitalists' decision criteria in new venture evaluation. *Journal of Business Venturing*, 8(1), 25-42.

Duration: 20 hours

Schedule:

Tuesday, March 12 - 9:30 -12:30
Tuesday, March 26 - 9:30 -12:30
Tuesday, April 2 - 9:30 -12:30
Tuesday, April 9 - 9:30 -12:30
Tuesday, May 7 - 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.

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.