

Scuola Unica di dottorato - Syllabus

Teacher: name and affiliation	Salvatore Torrisi (coordinator), DEMS Andrea Amaduzzi, Elisa Arrigo, Alessandro Capocchi, Vittoria Cerasi, Federica Codignola, Fabio Corno, Flavio Gneccchi, Alice Mazzucchelli
	Winter School of Science and Technology Entrepreneurship Promotion (STEP)
Language	<i>English</i>
Typology of proposal (e.g.: introductory seminar, lecture, workshop, cycle of lectures, other)	<i>Series of lectures, business cases and meetings with business experts</i>
CFU	4
Hours (in class)	30
Detailed objectives (specified in relation to research training; suggested year of attendance – I, II, or III) Expected outcome (be concrete)	<p>Objectives</p> <p>This school aims at introducing PhD students to the tools needed to turn the outcome of academic research into marketable ideas. The goal is not learning how to draft a business plan but how to prepare a pitch deck for a startup.</p> <p>Rather than sophisticated economic models and analytical tools, the course offers an experience that participants can leverage to surf the space of their research output practical applications.</p> <p>Our practical method, based on problem-based learning and group work, will lead participants to understand the main steps of a startup development. During this journey, they will meet scholars, entrepreneurs, IP management experts, organizational process consultants and financial specialists who will offer different perspectives on startups.</p> <p>Expected outcome</p> <p>At the end of this experience, participants will receive an overall picture of the business plan - from value proposition development to the marketing plan, intellectual property management and financial statement, and they will become aware of the key challenges that startup founders typically face in trying to extract economic value from innovation.</p> <p>While participants will not become experts in business planning, they will become aware of the toolkit for developing a business plan. They could</p>

	<p>also draw on the links with the faculty should they decide to further develop a business plan in the future.</p> <p>The business faculty includes the founders of science and technology-based startups (DeepTrace Technologies and AmyppoPharma), IP management consultants (Metroconsult and Sisvel), an IT and business process management consultant (Techrain), an idea-based recruitment platform (Justknock!), a venture accelerator (Nuvolab), two financial consulting companies (Quantum Financial Analytics, SEFEA Consulting) and two established manufacturing companies (Jaguar Land Rover Italia and Sanpellegrino).</p> <p>Besides the links with the business faculty, our University offers various instruments to entrepreneurial ventures such as the University for Innovation (U4I) and University for Crowdfunding (Bicocca Università del Crowdfunding).</p>
<p>Table of contents</p>	<p>The training activities are organized in two phases.</p> <p>Phase I (five days)</p> <p>Participants get involved in a program based on two intertwined pillars. First, the logic and main steps of a business plan will be introduced:</p> <ul style="list-style-type: none"> • <i>Turning inventions and scientific discoveries into innovations and business success: the value proposition</i> • <i>Opportunity and market analysis</i> • <i>The solution and concept: business model (how the company creates, delivers and captures value) and strategic positioning, IP protection</i> • <i>Marketing & sales plan</i> • <i>Promotion strategy: the communication plan</i> • <i>Product development and operations</i> • <i>Team and organization</i> • <i>Risks analysis: key assumptions, SWOT (Strengths/Weaknesses/Opportunity/Threats) analysis, and sensitivity analysis</i> • <i>Financial plan: income statement (planned sales, expenses, and profitability); cash flows statement and balance sheet</i> • <i>The sources of financial capital and the exit strategy</i> • <i>The pitch deck for a startup</i> <p>Second, the steps of the business plan will be illustrated in concrete terms with real cases and participants will get into a conversation with business practitioners.</p> <p>At the end of Phase I participants will be divided in groups.</p> <p>Phase II (two weeks)</p> <p>Each group prepares a pitch deck with the support of an academic tutor and a business coach who will provide advice on specific technical issues,</p>

	<p>rather than solutions to problems or directions on strategic decisions that team members are supposed to make.</p> <p>At the end of Phase II, the groups will present their pitch deck to the faculty and other interested parties.</p>
Detailed method (please prefer active methods, Problem Based Learning, group work, or any experiential/practical method centered on students' interests).	<p>During the classes participants will be engaged in the discussion of problems and real cases introduced by entrepreneurs and other business practitioners.</p> <p>The presentation of pitch deck prepared by teams with the academic faculty and business practitioners will offer a unique opportunity to discuss with experts and get feedback.</p>
Evaluation: YES/NO How will you evaluate students?	<p>YES</p> <p>Participants will be evaluated according to their active class participation and their contribution to the preparation and presentation of the pitch deck.</p>
Specific needs for teaching: projector, computer, internet, software etc.	<p>Projector, internet connection</p>
Participants (min/max):	<p>8-15</p>
Calendar:	<p>Classes: 23, 24 and 25 January; 5 and 6 February 2019</p> <p>Presentation of pitch decks: 28 February 2019</p>
Notes:	<p>Should you have any questions regarding this call, please contact prof. Salvatore Torrisi (salvatore.torrisi@unimib.it).</p>