

## **Tentative Program proposal**

**Course:** Innovation and Entrepreneurship

**Attendees:** PhD SPBS

**Modalities:** Hybrid

**Location:** Monte Sant'Angelo – Piazzale Tecchio

**Period:** June 2026

**Total Length:** 16 hours (with seminars and final pitch session)

**Scientific Coordinator:** Pierluigi Rippa, Simonetta Primario

### **Objective:**

1. Fostering an Entrepreneurial Mindset: Encourage PhD students to think like entrepreneurs, embracing innovation, creativity, risk-taking, and resilience. The program should inspire them to see beyond conventional academic and research boundaries.
2. Idea Validation and Market Fit: Teach participants how to assess the commercial viability of their research or ideas. This includes understanding market needs, conducting competitive analysis, and identifying unique value propositions.
3. Business Model Development: Guide students through the process of turning their innovative ideas into viable business models. This includes lessons on various business model frameworks, such as the Lean Startup methodology, and how to adapt these models to fit their specific projects.
4. Intellectual Property (IP) Strategy: Offer insights into protecting intellectual property, understanding patent law, and leveraging IP rights to secure a competitive advantage in the marketplace.
5. Funding and Financial Management: Provide an overview of funding sources available for startups, including grants, venture capital, angel investors, and crowdfunding. Teach basic financial modeling and cash flow management to help participants understand how to sustain their business.
6. Pitching and Communication Skills: Help PhD students learn how to effectively communicate their ideas to investors, partners, and customers. This could include pitch training, storytelling techniques, and presentation skills.

### **Lesson plan:**

<b>N.</b>	<b>Topic</b>	<b>Objective</b>	<b>Time</b>	<b>Data</b>	<b>Challenge</b>	<b>Testimonial</b>	<b>Room</b>
<b>1</b>	Academic Entrepreneurship	1-2	10-13	05/06/26 (Friday)	Problem/solution game		
<b>2</b>	Business model – Lean startup	3	3h	08/06/26 (Monday)	Marshmallow challenge		
<b>3</b>	Innovation management and Intellectual property management	4	3h	12/06/26 (Friday)	Build MVP		
<b>4</b>	Business plan	5	3h	15/06/26 (Monday)	BMC exercise		
<b>5</b>	Pitch deck and presentation	6	4h	To be defined	Finalize presentation and Pitch Session		

**Day 1 (2 hours):**

## Session 1: Introduction to Academic Entrepreneurship

- Definition of academic entrepreneurship
- Benefits of academic entrepreneurship for PhD students
- Introduction to the Lean Startup methodology

## Session 2: Entrepreneurial Mindset and Personal Development

- Developing an entrepreneurial mindset
- Embracing failure and resilience
- Strategies for maintaining work-life balance

**Day 2 (2 hours):**

## Session 3: Identifying Entrepreneurial Opportunities

- Understanding market gaps and identifying customer needs
- Techniques for brainstorming potential business ideas
- Case studies of successful academic startups

## Session 4: Developing Your Business Idea

- Defining your unique value proposition
- Creating a minimum viable product (MVP)
- Conducting customer research and validation

**Day 3 (2 hours):**

## Session 5: Business Models and Revenue Streams

- Introduction to business model canvas
- Identifying potential revenue streams
- Evaluating the feasibility and profitability of your business idea

## Session 6: Legal and Intellectual Property Considerations

- Overview of legal structures for startups
- Protecting your intellectual property (patents, trademarks, copyrights)
- Key legal considerations when launching a startup

**Day 4 (2 hours):**

## Session 7: Funding and Financing Your Startup

- Introduction to funding sources (e.g. venture capital, angel investors, crowdfunding)
- Tips for pitching your business idea to investors
- Understanding equity and dilution

## Session 8: Building Your Team and Managing Your Startup

- Identifying key team members and roles
- Creating a culture of innovation and entrepreneurship
- Strategies for managing a startup team

**Day 5 (2 hours):**

## Session 9: Final Presentations and Feedback

- Each participant will present their business idea to the group
- Feedback and critique from workshop leaders and other participants
- Final Q&A and wrap-up