Crash Course Main Guidelines

Key Concepts

The crash-course will focus (although not exhaustively) on the following principal concepts:

- Introduction to Technology-based Entrepreneurship Customer-Problem-Solution tripplette as a way to identify and develop opportunities. The importance of validation learning.
- Business Modelling / Business Model Canvas (Understanding the process of Business Model Generation, building blocks of the BMC),
- Entrepreneurial Finance (Introduction to entrepreneurial finance, cash flow statement, balance sheet),
- Presenting your Business Idea to stakeholders. Being understood, being inspiring, being effective in communication.

Objectives

The course organizers have planned to offer this crash-course for all participants to further improve their knowledge on the I&E concepts and applications. Therefore, it will provide additional concepts and instructions on the typical market structure, innovation routes and value chains. In particular, aspects as risk analysis and funding strategies are analyzed.

Furthermore, the overall structure of the business development process (which activities to do in which order) will be rehearsed. In order not to lose time, the coaching will guide the students to achieve the targets for each day.

Hands on mini-labs

1) Customer Problem/Solution hands on exercise;
2) Business Model in Practice on a simulated case;
3) Simulation of a Validation Learning.

Participants

BS and Master level students, PhD candidates, researchers and facilitators or projects will be the preferable audience of the course.