

# INNOVATION CAMP

## for PhD Students



**ENROLL NOW!**

Register with the QR Code or on:  
<http://bit.ly/innocamp24>

*Innovation Camp for PhD students will guide you through an exciting journey, unlocking the skills needed to transform your ideas into a successful business.*

**Don't miss the chance to acquire priceless knowledge and connect with experienced mentors!**

**OPEN TO ALL PHD STUDENTS!**



**5**  
April

### Introduction to startup world

Prof. A. Pisoni – Prof. I. Capelli – Prof. A. Vezzulli

🕒 9.00 – 13.00 📍 Varese

- Startups fundamentals
- Legal issues of startups
- IPR Protection Strategies

**10**  
April

### Funding and supporting the idea

Dr. A. Bellucci

🕒 9.00 – 13.00 📍 Varese

- The capital raising process
- EU opportunities & grants
- Alternative finance & Business Angels

**15**  
April

### The Lean Startup with hands-on

Prof. A. Pisoni

🕒 14:30 – 18:30 📍 Como

- The Lean Startup Approach
- Value Proposition and Business Model Canvas

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May

### Communication of the idea

Prof. A. Pisoni

🕒 14:30 – 18:30 📍 Busto Arsizio

- Pitch Structure
- Mentoring activities

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May

### Soft skills & mentoring

Dr. C. Farao – Dr. C. Ronchetti

🕒 14:30 – 18:30 📍 Como

- Introduction to soft skills
- Mentoring activities

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May

### Mentoring Session

🕒 14:30 – 18:30 📍 Varese

**26**  
June

### Final Presentation

🕒 14:30 – 18:30 📍 Como

Organized by Mauro Fasano, Alessia Pisoni, Andrea Vezzulli and the Strategic Project Office