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:


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.