Entrepreneurship and Technology-based Startups
2019-2020

Lecturers:
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Topics

From the idea to the market
• From a research project to an entrepreneurial project
• Recognize and evaluate an entrepreneurial opportunity
• Market dimension, customers profiles and value proposition
• Development of the product/service concept
• Go-to-Market strategies

Intellectual Property Rights
• Types of IPR (patent, copyright, trademark)
• The structure of a patent application (description, claims, etc)
• Getting a patent: the patenting process (step by step)
• When to file a patent application: priority date, Patent Cooperation Treaty (PCT)
• Where to protect an invention
• Different IPR strategies

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
• Income Statement, Balance Sheet, Cash Flow
• Evaluation of the value of the company
• Sources and cost of capital

Funding a startup
• Different sources of funds: Angel Investors and Venture Capital
• Investment companies and funds: how they work
• How and what investors evaluate
• The investment agreements between investors and startups
• New ventures’ funding options
**Timetable:**
20 hours  November 2019 - January 2020

Wednesday, November 27,  9:30 -12:30
Wednesday, December  4,  9:30 -12:30
Wednesday, December 11,  9:30 -12:30
Wednesday, December 18,  9:30 -12:30
Wednesday, January 8, 9:30 -12:30
Wednesday, January 15,  9:30 -12:30
Wednesday, January 29,  9:30 -11:30

**Where:** Sala Riunioni Terzo Piano, Dipartimento di Ingegneria Industriale, Via Venezia 1, Padova.

**Admission:**
To attend the course registration is compulsory by using the Moodle platform of the PhD Course
[https://elearning.unipd.it/dii/course/view.php?id=1897](https://elearning.unipd.it/dii/course/view.php?id=1897)

**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.