

Entrepreneurship and Technology- based Startups 2019-2020



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



Lecturers:

Prof. Moreno Muffatto, Dipartimento di Ingegneria Industriale, Università di Padova
moreno.muffatto@unipd.it

Ing. Francesco Ferrati, Dipartimento di Ingegneria Industriale, Università di Padova
francesco.ferrati@unipd.it

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>

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.