

Entrepreneurship and Startup

NEW OPEN BADGE

<https://bestr.it/badge/show/2670>

Credits: 20 hours

Lecturers:

Prof. Moreno Muffatto, Dipartimento di Ingegneria Industriale, Università degli Studi di Padova
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Ing. Francesco Ferrati, Dipartimento di Ingegneria Industriale, Università degli Studi di Padova
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Main topics:

Entrepreneurship

The team and the early decisions

From the idea to the market

Intellectual Property Rights

Business Models

The financials of a startup

Funding a startup

Entrepreneurship

- Entrepreneurship and Entrepreneurial attitudes
- Entrepreneurship vs Management
- What is a technology based startup
- Venture creation: different options

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

From the idea to the market

- Innovation: technologies and markets
- Market size
- Customers profiles
- Value proposition
- Development of the product/service concept

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

Business Models

- Business models case studies
- Successful and problematic business models
- Revenue streams
- Cost of Customer Acquisition

The financials of a startup

- The structures of the financial statements
- Income Statement
- Balance Sheet
- Cash Flow Statement
- Evaluation of the value of the company

Funding a startup

- New ventures' funding options
- Different sources of funds: Angel Investors and Venture Capital
- Investment companies and funds: how they work
- How and what investors evaluate
- How to present a business idea to investors

References:

- Ferrati, F. & Muffatto, M. (2021). "Reviewing Equity Investors' Funding Criteria: A Comprehensive Classification and Research Agenda". *Venture Capital*, Vol. 23: No. 2, pp. 1-22.
- Noam Wasserman (2013) *The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup*, Princeton University Press.
- Thomas R. Ittelson (2009), *Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports*, Career Press.

Schedule and classroom:

Classes are held on Wednesday in Meeting Room (large) at the third floor, Department of Industrial Engineering, Via Venezia 1, Padova.

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|-------------------|--------------|
| 18 January 2023, | 9:30 – 12:30 |
| 25 January 2023, | 9:30 – 12:30 |
| 1 February 2023, | 9:30 – 12:30 |
| 8 February 2023, | 9:30 – 12:30 |
| 15 February 2023, | 9:30 – 12:30 |
| 22 February 2023, | 9:30 – 12:30 |
| 1 March 2023, | 9:30 – 12:30 |

Enrollment:

To attend the course registration is compulsory by using the Moodle platform of the PhD Course in Industrial Engineering: <https://stem.elearning.unipd.it/enrol/index.php?id=3825>

Examination and grading: 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.



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