

# Entrepreneurship and Technology-based Startups

## Lecturers:

Prof. Moreno Muffatto, Dipartimento di Ingegneria Industriale, Università di Padova  
[moreno.muffatto@unipd.it](mailto:moreno.muffatto@unipd.it)

Ing. Francesco Ferrati, Dipartimento di Ingegneria Industriale, Università di Padova  
[francesco.ferrati@unipd.it](mailto:francesco.ferrati@unipd.it)

## Topics

### From the idea to the market

- Entrepreneurship attitudes
- What is a startup
- From a research project to an entrepreneurial project
- Market dimension, customers profiles and 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

### 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

## References:

- 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.
- Hall, J., & Hofer, C. W. (1993). Venture capitalists' decision criteria in new venture evaluation. *Journal of Business Venturing*, 8(1), 25-42.

**Timetable:**

20 hours January - March 2021

Wednesday, January 20,	9:30 -12:30
Wednesday, January 27,	9:30 -12:30
Wednesday, February 3,	9:30 -12:30
Wednesday, February 10,	9:30 -12:30
Wednesday, February 17,	9:30 -12:30
Wednesday, February 24,	9:30 -12:30
Wednesday, March 3,	9:30 -11:30

**Location:** To be Defined. Lectures could be organized via Zoom. In this case lectures are not recorded.

**Admission:**

To attend the course registration is compulsory by using the Moodle platform of the PhD Course (in order to enter the Moodle platform click on “dettagli” of the course at the page <http://www.cdii.dii.unipd.it/corsi/>) . Once you are registered, if you cannot attend the course, please inform the lecturer.

**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.