STARTUP CAMPUS

Commissioned by

Schweizerische Eidgenossenschaft
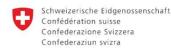Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

Certificate of Attendance
Innosuisse Business Concept (Module 2)

Pier Paolo Ippolito has successfully completed the course.
Course period: 26 Sep 2023 – 11 Dec 2023

In Module 2 «Business Concept», participants acquire subject-specific skills that are critical to a startup's success. They become familiar with the major challenges of a startup company and understand the challenges for entrepreneurs. They apply best practice from concrete examples, engage in meaningful group discussion and evaluation of participants' projects and test the successful application of tools and skills learnt. The following topics have been taught and have additionally been completed with two individual coaching sessions and a final pitch in front of a jury for each project:

- Entrepreneurial Thinking & Acting
- Value Proposition Design & Testing
- Business Model Design & Testing
- Building a Strong Team
- Financial Planning & KPI's

- Successful Fundraising
- Protection Strategies & IP
- Creating a Winning Pitch
- Pitching to Investors & Jury
- Meeting the Startup Eco-System

Winterthur, 12 December 2023

Dr. Matthias Filser
Head of the Startup Campus Consortium

Dr. Benjamin Graziano
Head of the Business Concept Course

The following institutions are partnering with **STARTUP CAMPUS** and support the Innosuisse Start-up Training program

ETHzürich

University of Zurich UZH

University of St.Gallen

zh aw School of Management and Law

TP **TECHNOPARK®** ZÜRICH

Z — hdk Zürcher Hochschule der Künste Zurich University of the Arts Z-Cubator

UNIVERSITÄT LIECHTENSTEIN

FHS St.Gallen University of Applied Sciences

TP **TECHNOPARK®** WINTERTHUR

Empa Materials Science and Technology

IMPACT **HUB** Zürich entrepreneurs. creatives. techies

FH GR Fachhochschule Graubünden University of Applied Sciences

START FELD

EPFL Innovation Park

runway startup support