

# INNOVATION CAMP

## for PhD Students



**ENROLL NOW!**

Register with the QR Code or on:  
<https://bit.ly/410Ryyq>

*Innovation Camp for PhD students will guide you through an exciting journey, unlocking the skills needed to transform your ideas into a successful business.*

**Don't miss the chance to acquire priceless knowledge and connect with experienced mentors!**

**OPEN TO ALL PHD STUDENTS!**



**9**  
April

### Knowledge valorization

*Prof. M. Fasano - Prof. A. Pisoni - Prof. F. Ferrari - Prof. A. Vezzulli*

🕒 14.30 - 18.00 📍 Como

- Knowledge valorization
- IPR Protection: focus on patents
- IPR Management Strategies

**15**  
April

### Introduction to startup world

*Prof. I. Capelli - Prof. A. Bellucci*

🕒 9.30 - 12.30 📍 Varese

- The legal frameworks
- The capital raising process
- EU opportunities & grants

**6**  
May

### The Lean Startup with hands-on

*Prof. A. Pisoni*

🕒 9:00 - 13:00 📍 Varese

- The Lean Startup Approach
- Value Proposition and Business Model Canvas
- Customer journey

**15**  
May

### Communication of the idea

*Dr. C. Farao - Dr. C. Ronchetti - Prof. A. Pisoni*

🕒 9:00 - 13:00 📍 Como

- Soft skills for pitching
- Pitch Structure

**9**  
June

### Pitch refinement session

🕒 14:30 - 18:30 📍 Busto Arsizio

**27**  
June

### Final Presentation

🕒 14:30 - 18:30 📍 Como

Organized by Mauro Fasano, Alessia Pisoni, Andrea Vezzulli and the Strategic Project Office