

**START  
CAMPUS  
BERN**



# BUSINESS CONCEPT GET THE STARTUP TOOLBOX

CTI TRAINING MODULE 2

Ein Trainingsprogramm der KTI



**Start-Up und Unternehmertum**  
CTI Entrepreneurship



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Kommission für Technologie und Innovation KTI

**CRED**  
CENTER FOR REGIONAL  
ECONOMIC DEVELOPMENT

**u<sup>b</sup>**

**UNIVERSITÄT  
BERN**  
Abteilung für Management  
und Entrepreneurship

**Are you interested in entrepreneurship?  
Do you already have an innovative business idea?  
Are you intending to found your own company?**

## **Apply for the free Business Concept Course!**

In the **Business Concept** module you will learn the essentials for being successful in knowledge and technology-oriented entrepreneurship.

Moreover, you will:

- sharpen and train your entrepreneurial thinking
- experience an exciting journey transforming an idea into a business concept
- gain theoretical and practical competencies to master future leadership positions in a startup or succeed in founding your own company.

### **Duration**

Bootcamp: 21.9.2017, 1.30-5.00 pm  
Evening Classes on Tuesdays, 5.00-9.00 pm, 26.9.-21.11.2017

### **Location**

University of Bern  
Main Building  
Hochschulstrasse 4  
3012 Bern  
Room Nr. 215

### **Participants**

Students, doctoral students, postdocs, senior lecturers and professors of Universities and Universities of Applied Sciences, company representatives with experience in research and development

The number of participants is limited.

### **Costs**

None

### **Registration**

Please e-mail us until 31.8.2017 to [cti@imu.unibe.ch](mailto:cti@imu.unibe.ch)

### **Contact**

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[www.entrepreneurship-bern.ch](http://www.entrepreneurship-bern.ch)

«Like the mechanization, the electrification and the digitalization, the fourth industrial revolution – sustainability – will be driven by the entrepreneurial spirit. I'd take this course.»

Prof. Dr. Thomas Stocker, Climate and Environmental Physics,  
Physics Institute, University of Bern

«Identifying key resources to transform the idea into a marketable product is challenging. In this course you will learn how to deliver your product to your customers.»

Prof. Dr. Stefan Weber, Director ARTORG Center for Biomedical Engineering Research, Image Guided Therapy, University of Bern



«Engaging University of Bern medical scientists and researchers in innovation and entrepreneurship is highly encouraged. This course offer provides communicating and networking opportunities – fostering the entrepreneurial mindset.»

Prof. Dr. Iris Baumgartner,  
Director and Vice-Dean Med. Faculty, University of Bern

«Actively listening to customers and learning from their feedback drives the ability to survive. Take this course to transform your idea, to a concept and to the market.»

Dr. Barbara Studer, Managing Director Braintwister 2,  
Division of Experimental Psychology and Neuropsychology,  
University of Bern

## COURSE PROGRAM

Unit	Date	Topics
1	21.9.17	Bootcamp: Introduction, Entrepreneurial Thinking, Short Presentation of Business Ideas, Teambuilding
2	26.9.17	Market Performance / Product Development Process
3	3.10.17	Business Relations with Customers
4	10.10.17	Putting a Strong Team Together
5	17.10.17	Business and Financial Planning
6	24.10.17	Financials and Financing
7	31.10.17	Protecting Your Innovation (IP)
8	7.11.17	How to Pitch a Business Idea
9	14.11.17	The Startup Ecosystem
10	21.11.17	Project Presentation

### Experiential Exercises:

you will practice your acquired knowledge in a small group project.

### Coaching:

our experienced coaches will provide feedback and support. They will share their entrepreneurial secrets when teaching interactively.

### Entrepreneurial Ecosystem:

you will gain access to the Bernese Ecosystem players and have plenty of networking opportunities.

# From the idea to a successful company

«This is a superb offer –  
great program and trainers»

Hans K., Senior Researcher Medicine

## MODULE 1

### BUSINESS IDEA

Feel the startup groove

For academics

## MODULE 2

### BUSINESS CONCEPT Get the startup toolbox

Semester evening class for  
academics with business  
ideas or the intention  
of founding a company.

For academics

## MODULE 3

### BUSINESS CREATION

Jumpstart your business

For startups

## MODULE 4

### BUSINESS DEVELOPMENT Grow your startup

For startups

«I really got the basic entrepreneurial  
information I was seeking –  
an incredible platform»

Yvonne, S. Senior Researcher Physics

[www.entrepreneurship-bern.ch](http://www.entrepreneurship-bern.ch) | [www.cti-entrepreneurship.ch](http://www.cti-entrepreneurship.ch)