From the idea to a successful company

«This is a superb offer – great program and trainers»
Hans K., Senior Researcher Medicine

«I really got the basic entrepreneurial information I was seeking – an incredible platform»
Yvonne, S. Senior Researcher Physics

www.entrepreneurship-training.ch | www.innosuisse.ch
BUSINESS CONCEPT
GET THE STARTUP TOOLBOX
INNOSUISSE START-UP TRAINING - MODULE 2
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: Saturday, 27.03.2021, 9.30 am - 4.00 pm
Evening Classes: Tuesdays, 30.03. - 08.06.2021, 5.00 - 9.00 pm

Location
Bootcamp and Evening Classes:
sitem-insel
Freiburgstrasse 3
3010 Bern

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

Contact
University of Bern
Entrepreneurship Center
Departement of Management and Entrepreneurship
Anna-Leena Marti
Engehaldestrasse 4, 3012 Bern

training@imu.unibe.ch
Phone: +41 31 631 53 23
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.

«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, 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 offers communicating and networking opportunities – fostering the entrepreneurial mindset.»

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

«Active 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

<table>
<thead>
<tr>
<th>Unit</th>
<th>Date</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27.03.21</td>
<td>Bootcamp</td>
</tr>
<tr>
<td>2</td>
<td>30.03.21</td>
<td>Product Development</td>
</tr>
<tr>
<td>3</td>
<td>13.04.21</td>
<td>Business Relations with Customers</td>
</tr>
<tr>
<td>4</td>
<td>20.04.21</td>
<td>Business and Financial Planning</td>
</tr>
<tr>
<td>5</td>
<td>27.04.21</td>
<td>Financials and Financing</td>
</tr>
<tr>
<td>6</td>
<td>11.05.21</td>
<td>Putting a Strong Team Together</td>
</tr>
<tr>
<td>7</td>
<td>18.05.21</td>
<td>Protecting Your Innovation (IP)</td>
</tr>
<tr>
<td>8</td>
<td>25.05.21</td>
<td>Business Idea Pitching</td>
</tr>
<tr>
<td>9</td>
<td>01.06.21</td>
<td>The Start-up Ecosystem</td>
</tr>
<tr>
<td>10</td>
<td>08.06.21</td>
<td>Project Presentation</td>
</tr>
</tbody>
</table>