

START  
CAMPUS  
BERN



# BUSINESS CONCEPT GET THE STARTUP TOOLBOX

INNOSUISSE START-UP TRAINING - MODULE 2

commissioned by:



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation  
Innosuisse – Swiss Innovation Agency

**CRE**  
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: Saturday, 08.10.2022, 9.30 am - 4.00 pm  
Evening Classes: Tuesdays, 11.10. - 13.12.2022, 5.15 pm - 9.00 pm

### Location

Bootcamp, 08.10.2022: University of Bern

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

Please register online on [entrepreneurship-training.ch/module2/bern](https://entrepreneurship-training.ch/module2/bern). Deadline: 27.09.2022.

### Contact

University of Bern  
Entrepreneurship Center  
Departement of Management and Entrepreneurship  
Dr. Isabelle Hahn  
Engehaldenstrasse 4, 3012 Bern

[training.imu@unibe.ch](mailto:training.imu@unibe.ch)  
Phone: +41 31 684 53 31

«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 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, Founder Hirncoach GmbH,  
Head of Synapso Centre for Learning and Memory,  
University of Bern

## COURSE PROGRAM

Unit	Date	Topics
1	08.10.22	Bootcamp
2	11.10.22	Entrepreneurial Thinking
3	18.10.22	Product Development
4	25.10.22	Business Relations with Customers
5	01.11.22	Business Modelling
6	08.11.22	Financials and Financing
7	15.11.22	Protecting Your Innovation (IP)
8	22.11.22	Putting a Strong Team Together
9	29.11.22	Business Idea Pitching
10	06.12.22	The Start-up Ecosystem
11	13.12.22	Project Presentation

### Experiential Exercises:

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

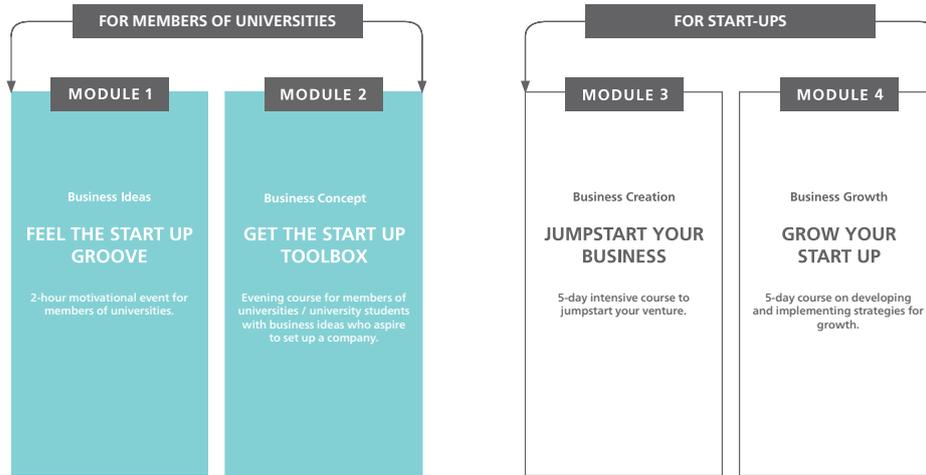
### Coaching:

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

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

Yvonne, S. Senior Researcher Physics

[www.entrepreneurship-training.ch](http://www.entrepreneurship-training.ch) | [www.innosuisse.ch](http://www.innosuisse.ch)