

# BUSINESS CONCEPT GET THE STARTUP TOOLBOX

INNOSUISSE START-UP TRAINING - MODULE 2

commissioned by:



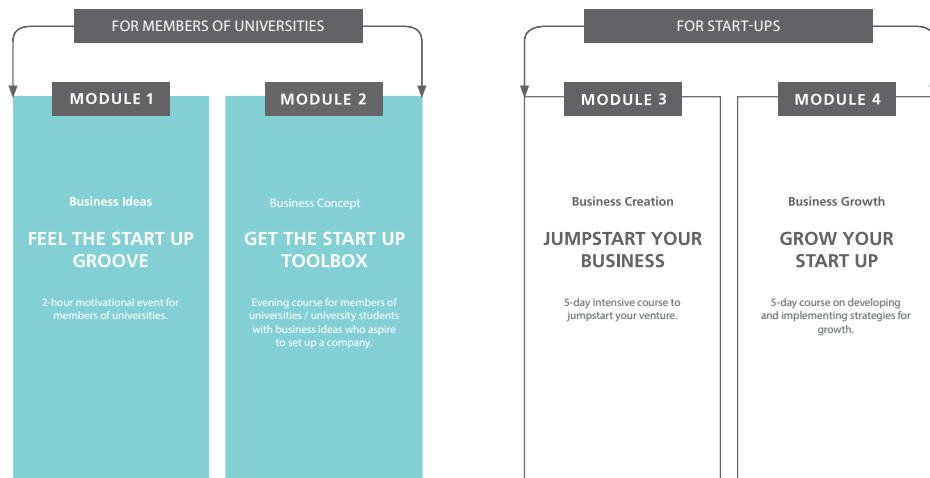
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*u<sup>b</sup>*

**UNIVERSITÄT  
BERN**  
Abteilung für Management  
und Entrepreneurship

# 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)



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**UNIVERSITÄT  
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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 & First Class: Tuesday, 05.03.2024, 3.15 pm - 9.00 pm

Evening Classes: Tuesdays, 12.03. - 21.05.2024, 5.15 pm - 9.00 pm

### Location

Uni S, Schanzeneckstrasse 1, 3012 Bern

Register here:



### Participants

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

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: 19.02.2024.

### Contact

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Entrepreneurship Center  
Department of Management and Entrepreneurship  
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«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, Head of Division 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,  
Clinic Director and Head Physician, University Clinic for Angiology,  
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 AG,  
University of Bern

## COURSE PROGRAM

Unit	Date	Topics
1	05.03.24	Bootcamp & Entrepreneurial Thinking
2	12.03.24	Product & Market Development
3	19.03.24	Business Relations with Customers
4	26.03.24	Digital Marketing in Business Relations
5	09.04.24	Financial Planning & Financing
6	16.04.24	Protecting your Innovation
7	23.04.24	Putting a Strong Team Together
8	30.04.24	Business Idea Pitching
9	07.05.24	The Start-Up Ecosystem
10	21.05.24	Project Presentations

### 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.