BUSINESS CONCEPT
GET THE STARTUP TOOLBOX

INNOSUISSE - SWISS INNOVATION AGENCY

commissioned by:
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation
Innosuisse – Swiss Innovation Agency
From the idea to a successful company

FOR MEMBERS OF UNIVERSITIES

MODULE 1

Business Ideas
FEEL THE START UP GROOVE
2-hour motivational event for members of universities.

MODULE 2

Business Concept
GET THE START UP TOOLBOX
Evening course for members of universities/ university students with business ideas who aspire to set up a company.

FOR START-UPS

MODULE 3

Business Creation
JUMPSTART YOUR BUSINESS
5-day intensive course to jumpstart your venture.

MODULE 4

Business Growth
GROW YOUR START UP
5-day course on developing and implementing strategies for growth.

«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
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

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. Deadline: 19.02.2024.

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

training.imu@unibe.ch
Phone: +41 31 684 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, 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 offers providing 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

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