

START  
CAMPUS  
BERN



# BUSINESS CONCEPT

INNOSUISSE ENTREPRENEURSHIP TRAINING - MODULE 2

powered by:



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun Svizra  
Swiss Confederation

Innosuisse - Swiss Innovation Agency



Entrepreneurship  
Training

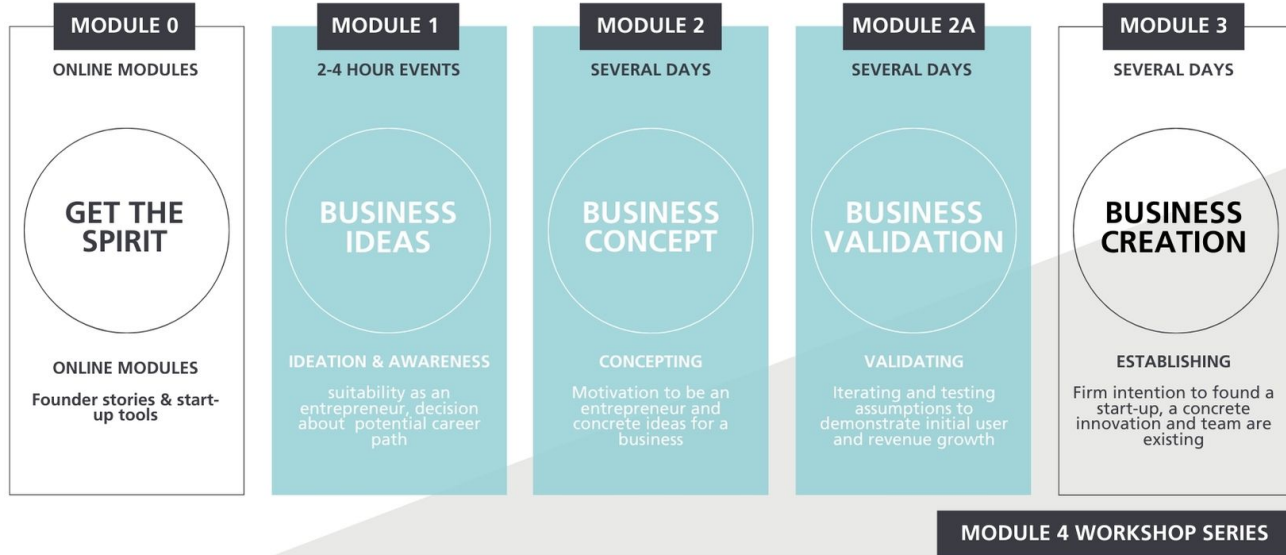
powered by  
Innosuisse

CREDE  
CENTER FOR REGIONAL  
ECONOMIC DEVELOPMENT

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)



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!

Register here:



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 Course: Tuesday, 25.02.2025, 3.00 pm - 9.00 pm  
Evening Classes: Tuesdays, 04.03. - 06.05.2025, 5.15 pm - 9.00 pm

### Location

Bootcamp and Evening Classes:  
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

The number of participants is limited.

### Costs

None

### Registration

Please register online on entrepreneurship-training.ch/module2/bern. Deadline: 13.02.2025.

### Contact

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

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



«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 and CEO Hirncoach AG, Lecturer at University of Bern

## COURSE PROGRAM

Unit	Date	Topics
1	25.02.25	Bootcamp and Deciding to Found a Start-Up
2	04.03.25	Getting and Developing Start-Up Ideas
3	11.03.25	Growing and Monetising
4	18.03.25	Digital Marketing: Growing and Monetising
5	25.03.25	Putting Together a Strong Team
6	01.04.25	Financial Planning & Fundraising
7	08.04.25	Protecting your Innovation
8	15.04.25	Presenting the Business Idea
9	29.04.25	The Start-Up Ecosystem
10	06.05.25	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.