

START YOUR BUSINESS @BFH



BUSINESS CONCEPT GET THE STARTUP TOOLBOX

INNOSUISSE ENTREPRENEURSHIP TRAINING - MODULE 2

powered by:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation

Innosuisse - Swiss Innovation Agency



CRED
CENTER FOR REGIONAL
ECONOMIC DEVELOPMENT



**Are you interested in entrepreneurship or
do you already have an innovative business idea?
Could you imagine starting your own company someday?**

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

Contact

Yacine Michaelis
Bern University of Applied Science
School of Engineering and Computer Science
Quellgasse 12, 2502 Biel/Bienne

yacine.bouazdia@bfh.ch
Phone: +41 32 321 61 76
www.bfh.ch/ti/startup-training/

Training Times

Bootcamp on Saturday, 4.10.2025: 9.00 am - 4.00 pm
Evening Classes on Wednesdays, Oct. - Dec 2025: 5.30 pm - 9.00 pm

Participants

Students, alumni, lecturers and staff of Universities and Universities of Applied Sciences

(The number of participants is limited.)

Language

Spoken language: German / English, materials and handouts in English

Location

Bootcamp, 4.10.2025: Uni S, Bern (www.unibe.ch)

Weekly course evenings: SIPBB, Biel/Bienne (www.sipbb.ch)

Costs

None - offered by Innosuisse

Registration

Please register until 30.9.2025:
<https://entrepreneurship-training.ch/module2/biel/>

«NOTHING IS MORE POWERFUL THAN AN IDEA WHOSE TIME HAS COME.»

Victor Hugo

COURSE PROGRAM

order of topics subject to change

Unit	Date	Topics
1	04.10.25	Bootcamp (Bern)
2	08.10.25	Entrepreneurial Thinking
3	22.10.25	Developing a Viable Business Concept
4	29.10.25	Business Relations with Customers, Marketing
5	05.11.25	Building a Strong Team
6	12.11.25	Financial Planning for Startup Companies
7	19.11.25	Financing a Startup Company
8	26.11.25	Protecting Your Innovation (Intellectual Property)
9	03.12.25	The Startup Ecosystem
10	10.12.25	How to Pitch a Business Idea
11	17.12.25	Project Presentations

This practically-oriented training in entrepreneurship provides you with an overview of the most vital skills and success factors which are crucial for the realization of a new business idea. You will be given insight into the world of entrepreneurs and company founders by experienced experts, successful entrepreneurs and insiders from the startup scene.

You will pick up the basics by participating in interactive sessions and workshops. Furthermore, you will receive invaluable inputs and handy hints on how to purposefully and successfully master the demanding and rocky road to founding a business.

You will develop the skills you have acquired in a small group project and work out a business case which you will eventually present to the other course participants.

This training helps you develop your ability to recognize and address both promising business ideas and risks which your business venture entails. Furthermore, you are encouraged to accept future entrepreneurial challenges!

The Innosuisse Startup Training Program: 4 Modules

www.entrepreneurship-training.ch | www.innosuisse.ch

