Innosuisse Business Concept

Summary
The Innosuisse Business Concept program, designed for ambitious researchers, students & faculty members of Swiss Universities and research institutes, is a fast track and hands on entrepreneurship training taught by seasoned entrepreneurs.

Content
One day bootcamp of 12 hours to present and compete for winning venture ideas, to form project teams at the beginning of the training program.

In 10 sessions of training, followed by individual project coaching*, you will learn practical tools to transform a project idea step-by-step into a concrete business concept.

• Introduction and pitch training
• Market analysis & value proposition
• Building a strong team
• Introduction to accounting & finance
• The startup ecosystem
• Protection of IP
• Product market fit
• Financial planning
• Financing
• Presenting business ideas

* two coaching sessions per team

Learning Outcomes
By the end of the course, the student must be able to:
Apply the gained knowledge to real life business projects and eventually create or work for startups.

Note
The number of participants is limited and your application is subject to a selection process.

Keywords
Entrepreneurship; Startup; Business skills

Learning Prerequisites
Required courses
You are inspired to embrace the exhilarating career of CREATING or WORKING FOR a start-up. You are interested in working on your own business project or in joining another project team during the course period.

Assessment methods
Project Report and oral presentation

Resources
Websites
• https://www.science2market.ch