

MGT-642(a) **Innosuisse Business Concept (FALL)**

Various lecturers

Cursus	Sem.	Type
EDOC General and external courses		Opt.

Language of teaching	English
Credits	4
Session	
Exam	Project report
Workload	120h
Hours	65
Courses	45
TP	20
Number of positions	

Remark

For registration, please check the "Note" section

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 to pitch venture ideas and engage in team building activities with all participants selected in the Business Concept 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.

- Foundations of Entrepreneurial Success
- Navigating Market Dynamics and Competitive Landscape
- Strategic Planning and Business Model Innovation
- *Startup Coaching Session 1 (by Venturelab)*
- Protecting and Leveraging Intellectual Property
- Effective Marketing Strategies and Communication Tactics
- Sales and Negotiation Skills for Entrepreneurs
- Financial Planning for Startups
- *Startup Coaching Session 2 (by Venturelab)*
- Putting together a Strong Team
- Crafting Winning Pitches & Attracting Investors
- Final Presentations & Ecosystem Support

Note

Registration for the edition at EPFL (open to all topics): <https://innosuisse.venturelab.ch/business-concept-lausanne>

Registration for the edition at Campus Biopôle (focus on Life

Sciences): <https://innosuisse.venturelab.ch/business-concept-lausanne-life-sciences>

Keywords

Entrepreneurship; Startup; Business skills

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.

Assessment methods

Project Report and oral presentation

Resources

Websites

- <https://innosuisse.venturelab.ch/business-concept-lausanne>
- <https://www.venturelab.swiss/>