



# High-Tech Business Venturing

Lecturers: **Andrea Piccaluga** (picca@sssup.it), **Alberto Di Minin** (alberto@sssup.it), Istituto di Management, Scuola Superiore Sant'Anna, Pisa and **Alvise Bonivento** (alvise.bonivento@intesasanpaolo.com) Intesa San Paolo.

## Short description of the course:

The course is designed to introduce all participants, i.e. PhD students from different disciplines, to the fundamental skills and tools regarding technology management in general and high-tech entrepreneurship in particular. The course will include traditional one-way teaching as well as students' presentations, testimonials, and case study analysis.

The course will provide participants with an understanding of the role, analytics, and process of business planning that lead to the successful creation of a new high-tech business venture. They will learn how to prepare for the concrete starting up of either an internal venture or a new company.

## Schedule, topics, descriptions, readings

The course is divided into three parts.

- During the first set of lectures, we will explore the elements that are necessary to get **from a technology to a value proposition**.
- The second part of the course will focus on the elements of analysis necessary to build up a **business plan** for the development of a start-up.
- Finally, we will discuss why and how a start-up might need to seek for external sources of fundings, and we will suggest how **to pitch in front of a potential financial partner**.



**Optional section: “From Theory to Action”.** This optional section of the course is a complementary (and not compulsory, but strongly advised) practice track that will allow students, in groups, to put into practice tools and theories. The “From Theory to Action” section will be made up by three different meetings. During these meetings students, in groups, will have to define a new value proposition, get to a business plan, and face potential investors with a clear proposal.

The course will take place **on Tuesdays from 14:00 to 17:00**, at **Polo Sant’Anna Valdera** (Viale Rinaldo Piaggio, 34) in Pontedera, with the **following calendar**:

- November 24
- December 1
- December 15
- *January 12 - optional section “From Theory to Action”*
- January 19
- January 26
- February 2
- *February 16 - optional section “From Theory to Action”*
- February 23
- March 1
- *March 15 - optional section “From Theory to Action”*

## **Readings**

Required readings will be distributed electronically by instructors.