



PhD in Management

# High-Tech Entrepreneurship

## *(basic - part one)*



### Lecturers:

**Andrea Piccaluga** ([picca@sssup.it](mailto:picca@sssup.it)) and **Alberto Di Minin** ([alberto@sssup.it](mailto:alberto@sssup.it)), Istituto di Management, Scuola Superiore Sant'Anna.

### Description of the course:

This short course is designed to introduce all participants, mainly undergraduate and PhD students from different disciplines, but also young researchers and post-docs, to the **basic** knowledge and competences about high-tech entrepreneurship.

More precisely, the course will provide participants with the basic understanding of the role, analytics, and process of business planning that lead to the successful creation of **new high-tech business ventures** within an academic environment. This means that they will learn about patents, about university-industry collaborations, about contract research, about starting a new company, about marketing high-tech inventions, etc.

At the end of this four-lectures, **twelve-hours course**, they will be able to decide whether they need and want to know more about high-tech entrepreneurship. In this case, they will proceed to participate to the longer, **advanced** course about High-Tech Entrepreneurship (part two). Otherwise, hopefully, the acquired knowledge will make them better researchers and managers in the future.



The four lectures will take place in four different places where high-tech entrepreneurship concretely originates. This will perhaps represent a small problem from a logistic point of view, but will also allow participants to know places and labs where they had perhaps never been before.

### **Lecture #1 - Why should I become a high-tech entrepreneur**

Place: **Institute of Biorobotics**, Polo Sant'Anna Valdera, Scuola Superiore Sant'Anna, Pontedera, Pisa. (Viale Rinaldo Piaggio)

*Date: January 19, 2017*

*Time: 2.30 am-5.30 pm*

### **Lecture #2 - From the first idea to a business plan (through the business model canvas)**

Place: **Tecip Institute, Aula Blu**, Scuola Superiore Sant'Anna, Pisa

c/o Area di Ricerca del CNR,

*Date: January 26, 2017*

*Time: 10am-1pm*

### **Lecture #3 - Looking from industrial and financial partners. Do we really need them?**

Place: Scuola Superiore Sant'Anna, Pisa

*Date: March 9, 2017*

*Time: 10am-1pm*

### **Lecture #4 - And if I really want to set up a company? The secrets of the first steps.**

Place: **Scuola Normale Superiore**, Pisa

*Date: March 17, 2017*

*Time: 10 am-1 pm*



## **Readings**

Required readings will be distributed electronically by instructors.