

# Startup Academy 2019



One week of managerial training for the most promising Startups in the Life Science, Clean Tech, Digital and Innovative Made in Italy sectors, together with valuable partners and inspiring testimonials among successful entrepreneurs and founders

Milano, UniCredit Towers, 30<sup>th</sup> September – 4<sup>th</sup> October 2019

## GLOBAL TRENDS AND ECOSYSTEMS



- Morning
- Key global trends
  - Data driven company
  - Lean mindset
  - Emerging trends in global wealth
  - Exponential mindset

- Afternoon
- International ecosystems of innovation: USA, Asia and Europe

## PROJECT CREATION



- Morning
- How to choose team, partners and investors
  - Business formation
  - Weak signals: insights for the future

- Afternoon
- Value proposition
  - The sources for the business plan and sales
  - Failure

## PROJECT PACKAGING



- Morning
- Legal & fiscal arena
  - Communication strategy: (I) social media

- Afternoon
- Communication strategy: (II) search engines (III) storytelling
  - Presenting the startup through its financial statements

## BUSINESS DIALOGUE



- Morning
- Open innovation: useful tips for dialogue with customers
  - Building dialogue with partners and companies: (I) Talks with Innovative Made in Italy companies (II) Talks with & Clean Tech companies (III) Talks with Digital companies

- Afternoon
- Building dialogue with partners and companies: (IV) Enhance business dialogue (V) How to scale internationally

## STARTUP FINANCING



- Morning
- Financing your startup with a VC investment
  - Useful tips for exit planning
  - The angel investor approach

- Afternoon
- EIC accelerator
  - Financing your startup
  - Access to "Fondo Centrale di Garanzia"