Soft Skills

Entrepreneurship and Technology-based Startups

Course Area: Transversal Skills

Credits: 5 (20 hours)

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Topics:

From the idea to the market

- Entrepreneurship attitudes
- What is a startup
- From a research project to an entrepreneurial project
- Market dimension, customers profiles and value proposition
- Development of the product/service concept

Intellectual Property Rights

- Types of IPR (patent, copyright, trademark)
- The structure of a patent application (description, claims, etc)
- Getting a patent: the patenting process (step by step)
- When to file a patent application: priority date, Patent Cooperation Treaty (PCT)
- Where to protect an invention
- Different IPR strategies

The team and the early decisions

- The creation of the founders' team
- Types and characteristics of founders' teams
- Founders' decisions and their consequences
- Frequent mistakes and suggestions deriving from experience

The economic and financial aspects of a startup

- The fundamental economic and financial operations of a technology-based startup
- The structures of the financial statements
- Income Statement, Balance Sheet, Cash Flow
- Evaluation of the value of the company
- Sources and cost of capital

Funding a startup

• Different sources of funds: Angel Investors and Venture Capital

• Investment companies and funds: how they work

• How and what investors evaluate

• The investment agreements between investors and startups

• New ventures' funding options

References:

• Noam Wasserman (2013) The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup, Princeton University Press.

• Thomas R. Ittelson (2009), Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports, Career Press.

• Hall, J., & Hofer, C. W. (1993). Venture capitalists' decision criteria in new venture evaluation. Journal of Business Venturing, 8(1), 25-42.

Schedule and room: see on https://phd.dei.unipd.it/course-catalogues/

Enrollment:
To attend the course registration is compulsory by using the Moodle platform of the PhD Course in Industrial Engineering (in order to enter the Moodle platform click on "dettagli" of the course at the page http://www.cdii.dii.unipd.it/corsi). Once you are registered, if you cannot attend the course, please inform the lecturer.

Examination and grading: Attendance is required for at least 70% of the lecture hours (i.e. 14 hours). Final evaluation will be based on the discussion of a case study of a technology-based startup.