



First Short Courses for Transferrable training - Innovation Management
Workshop 1 - Entrepreneurship and Innovation
15th-16th February 2021

AGENDA

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Speaker: Marco Masia - Innovation Consultant & Entrepreneur, Frankfurt, Germany

Introduction

In this session, we will define entrepreneurship and innovation, understand how they are connected, and discover their fundamental features.

Brainstorm entrepreneurial ideas

The students will work in team to identify a problem they want to solve. Then, they will brainstorm ideas to solve the problem through an entrepreneurial approach.

The hypothesis driven entrepreneurship

The typical approaches to entrepreneurship will be discussed. In particular, the lean method, an approach developed in the past 20 years, which proved particularly successful, will be explained in detail. The teams will apply this approach to their entrepreneurial idea.

The business model canvas

The business model canvas is a powerful tool that allows entrepreneurs to develop and optimize their business model. In this session, the teams will learn about it and develop one for their solution.

