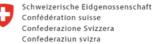
## **STARTUP CAMPUS**

Commissioned by



Confederazione Svizzera Confederaziun svizra Swiss Confederation

Innosuisse - Swiss Innovation Agency

## **Certificate of Attendance**

**Module 2: Business Concept** 

Dorina Ababii has successfully completed the course.

Course period: 22 Feb 2022 - 26 May 2022

In Module 2 «Business Concept», participants acquire subject-specific skills that are critical to a startup's success. They become familiar with the major challenges of a startup company and understand the challenges for entrepreneurs. They apply best practice from concrete examples, engage in meaningful group discussion and evaluation of participants' projects and test the successful application of tools and skills learnt. The following topics have been taught and have additionally been completed with two individual coaching sessions and a final pitch in front of a jury for each project:

- Entrepreneurial Thinking & Acting
- Value Proposition Design & Testing
- Business Model Design & Testing
- Building a Strong Team
- Financial Planning & KPI's

- Successful Fundraising
- Protection Strategies & IP
- Creating a Winning Pitch
- Pitching to Investors & Jury
- Meeting the Startup Eco-System

Winterthur, 27 May 2022



Dr. Matthias Filser Head of the Startup Campus Consortium



Dr. Benjamin Graziano Head of the Business Concept Course



























