

STARTUP CAMPUS

Commissioned by



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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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

The following institutions are partnering with **STARTUP CAMPUS** and support the Innosuisse Start-up Training program

ETH zürich

University of Zurich

University of St. Gallen

zhaw School of Management and Law

TECHNOPARK® ZÜRICH

Z hdk
Zürcher Hochschule der Künste
Zürich University of the Arts
Z-Cube

UNIVERSITÄT LIECHTENSTEIN

FHS St. Gallen
University of Applied Sciences

TECHNOPARK® WINTERTHUR

Empa
Materials Science and Technology

IMPACT HUB ZÜRICH
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FH GR Fachhochschule Graubünden
University of Applied Sciences

START FELD

EPFL Innovation Park

runway
startup support