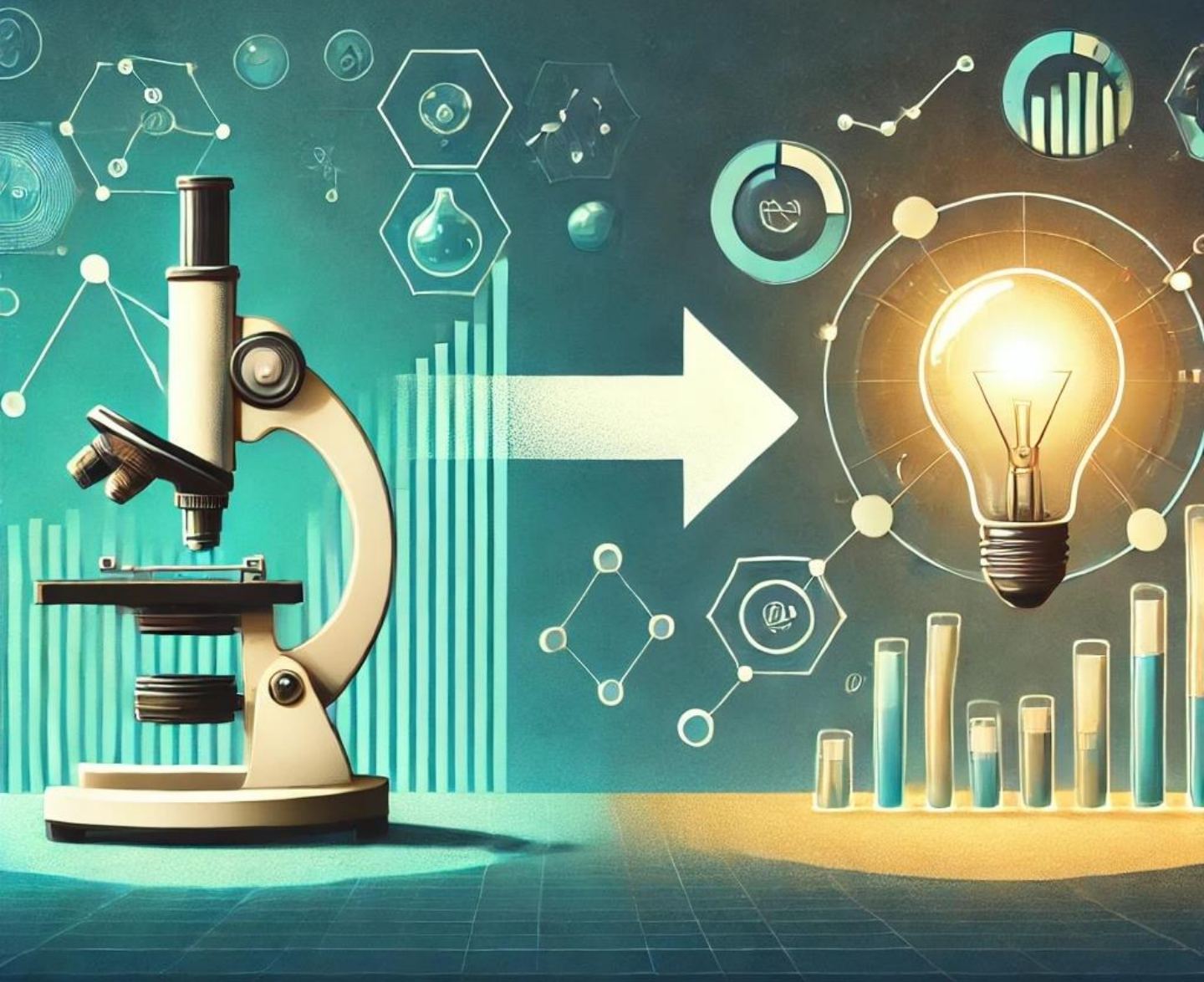


FROM RESEARCHER TO ENTREPRENEUR

HOW TO TURN RESEARCH INTO BUSINESS IDEAS



David Tacconi

Innovation and entrepreneurship expert with over 20 years of experience in the ICT sector and digital technology

This two-day intensive course is designed to guide PhD students through a practical and interactive path that will help them transform their research and innovations into concrete business ideas. Through a combination of theory and practice, participants will learn how to generate business ideas, develop business models, build business plans and finally present and defend their ideas in a competitive pitching session.

The course will be divided into two separate modules, each focused on a key aspect of the entrepreneurial process:

1. Generation and validation of ideas; business model of an innovative idea
2. Economic-financial planning of an innovative idea and its presentation

Where: Aula Magna San Nicola, Vicenza, University of Padova

When: 28 and 29 November 2024, from 9am to 6pm.

To enroll, follow this link: <https://bit.ly/3zwCy8u>



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



From researcher to entrepreneur

How to turn research into business ideas - proposal of course for doctoral students at the University of Padua

teacher: David Tacconi

Overview

This two-day intensive course is designed to guide PhD students at the University of Padua through a practical and interactive path that will help them transform their research and innovations into concrete business ideas. Through a combination of theory and practice, participants will learn how to generate business ideas, develop business models, build business plans and finally present and defend their ideas in a competitive pitching session.

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Purpose of the course

The **main purpose of the course**, complete with both modules, is to provide doctoral students with the skills and tools necessary to:

1. **Generate and select business ideas:** participants will learn how to identify and develop business ideas starting from their academic research, using brainstorming techniques and methodologies for idea validation.
2. **Develop effective business models:** Using tools such as the Business Model Canvas or the Lean Canvas, groups will work to structure their ideas into clear and sustainable business models, highlighting the unique value of their propositions and identifying potential markets and customer segments.
3. **Build economic-financial plans:** Participants will learn to build basic financial plans that include estimates of costs, revenues and cash flows, evaluating the economic viability of their business ideas and understanding the principles of financial sustainability.
4. **Prepare and present a pitch:** the course will culminate with the preparation and presentation of a convincing pitch for the ideas developed. Participants will gain skills in effectively communicating their ideas, addressing key aspects such as the problem addressed, the proposed solution, the target market and financial projections.

Goals

1. **Acquire an entrepreneurial mindset:** Encourage participants to think like entrepreneurs, tackling the challenges of transforming a research idea into a business opportunity.
2. **Develop practical skills:** Offer practical experiences through interactive workshops, encouraging active learning and collaboration between participants.
3. **Provide useful tools:** Provide templates, tools and resources that participants can use to continue developing their business ideas after the course.

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4. **Promote networking:** Create opportunities for networking and collaboration between doctoral students from different disciplines, encouraging the sharing of ideas and interdisciplinarity.
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Teaching method

The course will be offered in **English language** and adopts an interactive and practical teaching method, designed to facilitate active learning and collaboration between participants. The teaching method is divided into three main components:

1. **Experiential learning**

- **Group workshops:** Practical activities where participants work in teams to develop business ideas and business models.
- **Simulations and role-playing games:** Exercises that simulate real business scenarios to apply the concepts learned and make strategic decisions.

2. **Facilitation and continuous feedback**

- **Peer feedback:** Moments dedicated to feedback between participants to share opinions and suggestions on the ideas presented.
- **Review and iteration:** Review sessions in which the teacher provides specific guidance to improve business models and pitches.

3. **Collaborative learning**

- **Teamwork:** Participants work in multidisciplinary teams to develop their potential business ideas using established methods that foster teamwork and sharing.
 - **Brainstorming sessions:** Facilitated group activities to generate and discuss ideas, identify opportunities and solve problems.
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Detailed plan

Module 1: Idea generation and validation; business model of an innovative idea (day 1, 8 hours)

1. **Introduction to the course and objectives (30 minutes)**
 - Presentation of the course and participants
 - Overview of the course objectives and expected results
2. **Idea generation concepts (30 minutes)**
 - Summary of key idea generation concepts from the previous course
 - Brainstorming methodologies and ideation techniques
 - Discussion of practical examples and case studies
3. **Idea generation workshop (3 hours)**
 - Practical activity: Allied research groups identify potential business ideas based on their research
 - Using the idea generation model; peer feedback and review
4. **Lunch break (1 hour)**
5. **Sharing and review (1 hour)**
 - Presentation of the developed ideas
 - Collective discussion and feedback
6. **Introduction to the Business Model Canvas (1 hour)**
 - Overview of the Business Model Canvas
 - Practical examples of BMC application
 - Practical examples and case studies
7. **Business Model Workshop (2 hours)**
 - Practical activity: groups apply the chosen canvas to their ideas
 - Group discussion and review with facilitation

Module 2: Economic-financial planning of an innovative idea and its presentation (Day 2, 8 hours)

1. **Introduction to economic sustainability (1 hour)**
 - Basic concepts of the economic-financial plan
 - Overview of costs, revenues and cash flows
 2. **Economic-financial planning workshop (2 hours)**
 - Hands-on activity: Groups create a basic financial plan for their ideas
 - Using tools such as spreadsheets for cost and revenue projections
 - Discussion of financing models and sustainability
 3. **Introduction to pitching (1 hour)**
 - Structure of an effective pitch
 - Elements of public speaking and team rehearsals
 - Key elements to include in the pitch: problem, solution, market, business model, finances
 4. **Lunch break (1 hour)**
 5. **Pitch preparation (2 hours)**
 - Practical activity: groups prepare a 5-7 minute pitch for their ideas
 - Review and improve the pitch with peer feedback
 6. **Pitching session (1 hour 30 minutes)**
 - Each group presents their pitch in front of their colleagues and a jury (may include invited professors or experts)
 - Post-pitch Q&A session
 7. **Conclusion of the course (30 minutes)**
 - Announcement of the winning group
 - Discussion of lessons learned
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Biography of the teacher

David Tacconi is an innovation and entrepreneurship expert with over 20 years of experience in the ICT sector and digital technology. He held key roles as CIO at CoRehab, CTO of Futur3 and founder and CEO of Euleria Health. He is currently acceleration manager at the iNEST consortium, research fellow and entrepreneur in residence at the School of Innovation of the University of Trento. He is a coach for many startups in various acceleration programs on a national scale. David holds a bachelor's degree in telecommunications engineering, a doctorate in computer and telecommunications engineering and an executive master's degree in business management and strategy.

Key skills:

- **Technological innovation:** Expert in the development of advanced technological products and the introduction of digital solutions in corporate contexts.
- **Management e investor relations:** With over 10 years in top roles of newly established startups, he has consolidated strong experience in fund raising, investor relations and the management of heterogeneous teams made up of over 20 people.
- **Project management:** Project management expert for complex projects, supply chain management and ISO compliance, both in the medical and non-medical fields.
- **Research and development:** With over €3M in funding obtained, David has proven experience in raising funding for research projects and developing technological solutions, with a focus on ICT and digital health.

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