Design is nowadays a central field for practice in envisioning and crafting the future. Design thinking often refers to the methods and processes for investigating problems, acquiring information and analysing knowledge in the design field. But design is much more than that. Design is the DNA how to think and act in the 21st century. It is a mind-set, a process and an approach that helps entrepreneurs to consider alternatives, define choices and achieve desired results. How can we use design to build and scale business ideas in the best optional way? The start of a business is the start of a process of continuous experimentation, iterative analysis and fast decision-making. We need to look at all the aspects of a business simultaneously in order to develop a successful business. Camilla van den Boom, expert and lecturer on Business Model Design and Strategy Development, presents an interactive lecture, in which she engages the participants in conversations, drawings and team exercises around the subject of business design. The participants receive a toolkit for business design and leave with new ideas, new energy and a plan with next steps.
Giovedì 8 febbraio 15.00-17.00

Prof.ssa Giovanna Mariani (Università di Pisa) “Il business plan nelle start-up”

Il seminario tratta il ruolo del business plan nell’ambito delle start-up, facendo particolare riferimento alla struttura prevista nella competizione “Start cup Toscana”. Il seminario si svolge secondo il seguente programma: Cos’è il business plan, I destinatari del business plan, La struttura del business plan secondo il modello “Start cup Toscana”, IL modello di business, Il piano operativo, I preventivi economici e finanziari, Il break even point e altri indicatori.

Martedì 13 febbraio 15.00-17.00

Prof.ssa Giovanna Mariani (Università di Pisa) Business Plan "coaching"

Mercoledì 14 febbraio 15.00-17.00

Prof. Andrea Bonaccorsi (Università di Pisa) “Exploring novelty” ore 15.00-17.00

Entrepreneurship involves by definition novelty- at least novelty for the person engaged into entrepreneurial activities. Contrary to other work activities, in which the content and the organization are known and predictable, entrepreneurship involves risk taking and engagement. Yet there is also entrepreneurship that involves something new for the others, in some cases radically new for the world. In this lecture we explore what we know about the creation of novelty, drawing from recent advancements in cognitive sciences, cognitive and social psychology, and the theory of organizations. We will compare findings from the creation of novelty in the technological and economic domain, and in non-instrumental activities such as arts and humanities.

Giovedì 15 febbraio 15.00-17.00

Dott. Domenico Golzio (European Patent Office) “How to write a patent application - the task of the inventor and of the patent attorney since the beginning”

In many cases a start-up business is based on exploiting an invention. The value of an invention, when writing a patent application, is generally unknown. It can be very low or very high. The claims of a patent define the protection like a fence defines the property on a land. When the value of the invention is high, if such “fences” are weak or are not positioned properly, the inventor risks to lose everything. Moreover, good claims on good inventions can attract investors, which can increase the value of the business. The object of the talk is to briefly explain what should be done to have the maximum patent protection, since the beginning of the activities of patent application drafting and then of prosecuting it in the examination procedures, in order to attract interest on a patent.
**Mercoledì 21 febbraio 15.00-17.00**

Dott. Marco Ruggiero (General Electric) - “La ricerca di nuove tecnologie e l’innovazione di prodotto nelle grandi Aziende: alcuni meccanismi decisionali e esecutivi”

**Giovedì 22 febbraio 15.00-16.00**

Mr. Ray Garcia Coaching Activity (session 1) Pitch teorico “How to sell anything in one minute”

The presentation will include a simple step by step process that is common to all sales. It could be selling your start-up concept, selling a product that is being introduced to the market, selling a research project, or selling your talents into a job opportunity. To succeed in any commercial and academic career path, or creating a new venture, without understanding the basics of selling one cannot get the attention to the value they want to get paid for. During this session we will go through a quick example, then each of the participants will create their own version and a few people can volunteer to practice a presentation to the group. The exercise will only be the start of this process. More advanced forms might be presented if the group is able to demonstrate quickly that they are ready.

**16.00-17.00**

Dott.ssa Silvia Bencivelli “Stand up!”

Pancia in dentro, sguardo fermo e voce squillante e purtroppo non basta. Per parlare in pubblico ed essere convincenti bisogna saper costruire nell’aria un discorso avvincente: avere il pieno possesso del proprio corpo, della propria voce e del proprio cervello, mettere da parte la grande nemica, la timidezza, e saper guardare negli occhi il pubblico per (provare a) capirlo, soprattutto, bisogna esercitarsi. Cominciamo a farlo insieme.

**Martedì 27 febbraio 15.00-17.00**

Prof. Francesco Barachini (Università di Pisa) “Creare una start-up: aspetti legali e commerciali”

Dopo un’introduzione ai vari tipi di società saranno affrontati gli aspetti normativi recenti legati alla creazione di start-up.

**Mercoledì 28 febbraio 15.00-17.00**

Mr. Ray Garcia Coaching Activity (session 2): Pitch exercise

Starting from the experience of the first session of Coaching Activity participants will be guided to develop the value proposition of their innovative products or services. This is the first step for reaching a sustainable, understandable and winning business model for the proposed idea.
**Giovedì 1 marzo 15.00-17.00**

Dott. Matteo Piras - StarsUp - Equity crowdfunding

Dott. Nicola Redi - advisory company Vertis Technology Transfer

Dott. Paolo Pieraccioni - FONDAZIONE ISI – Innovazione e sviluppo imprenditoriale - CC IA A Pisa

**Martedì 6 marzo 15.00-17.00**

SHARING EXPERIENCE: Startupers a confronto

**Giovedì 8 marzo 15.00-17.00**

The aim of this session is to allow participants of the PhD+ to present their start-up or innovation proposals into a pitch of 6 minutes in front of their colleagues and a panel of experts including investors, entrepreneurs, representatives of technology parks, mentors, public and private organizations devoted to innovation and technology transfer, etc. etc.

The approved start-up ideas will be automatically admitted to the second branch of Contamination Lab modules, aimed at developing a complete and sounded project, including start-up organizational structure, marketing and sustainability analysis.

*Il Programma potrà subire piccole modifiche*

Durante il corso PhD+ sarà attivo uno “Sportello informativo” dell’Unità Servizi per il Trasferimento Tecnologico per informazioni ai partecipanti sui temi del corso, proprietà intellettuale, spin off.