## Programme

**Opening PhD+2018**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Speaker(s)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Feb</td>
<td>15:00-17:00</td>
<td>Paolo Maria Mancarella (Rector, Università di Pisa), Marco Raugi (Prorector for Applied Research and Technology Transfer, Università di Pisa), Leonardo Bertini (Delegate for the promotion of the initiative of Spin Off, Start Up Università di Pisa), Dr. Luca Daddi (Columnist – il Tirreno), Dr. Ermete Realacci (Chairman of the environment committee territory and public works - Camera dei Deputati), Dr. Andrea Santagata (Head of Digital Magazine - Periodici Italia - Gruppo Mondadori), Dr. Giovanni Polidori (A11 Venture)</td>
<td>Designing business in an ever-changing context</td>
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</tbody>
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**6 February - 8 March 2018**

Conference hall Le Benedettine
San Paolo a Ripa d’Arno square
Pisa

## Coaching

Throughout the programme, a coaching activity will be carried out to help participants develop their start-up or innovation proposal and define a strategy.

## Mentoring

Participants with a start-up project will be assigned a mentor (mainly managers from the business world, and ex-start-uppers), who will be providing his/her experience in the field, sharing knowledge network, and creating synergies with other start-ups and companies.

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The PhD+ is co-funded by the Miur - Ministry of Education, Universities and Research within the Contamination Lab project.