Andrea Piccaluga
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HIGH-TECH BUSINESS VENTURING

Polo Sant’Anna Valdera
viale Rinaldo Piaggio, 34 - Pontedera - Room 3 - 10.00-13.00

The course, organized together with UVR, is open to young researchers, Ph.D. and undergraduate students from Scuola Superiore Sant’Anna.

2014
17 Jan - Introduction to Innovation and Technology Management
24 Jan - Open Innovation & Open Business Models
31 Jan - University-Industry collaborations: why and how
7 Feb - Market Analysis and high-tech marketing
14 Feb - Commodity trap and service-based business models
21 Feb - Business Planning
28 Feb - IP Management
5 Mar - Case analysis - IP Management in Life Sciences/Medical devices * Impatto
7 Mar - Case analysis - User-driven innovation
12 Mar - Case analysis - Business Models in Life Sciences/Medical devices * Impatto
14 Mar - NEWCOs: Administration and taxes
21 Mar - Pitching your project to a VC

* this lecture is organized within the Impatto Project framework, “Programma RIDIT per il Trasferimento Tecnologico e per la creazione di imprese hi-tech”, co-financed by the Italian Ministry of Economic Development (MISE)

In collaboration with

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