

**“Innovation Camp” for Insubria PhD students – 2021 edition**  
**A deep dive into innovation and execution**

A course (5 half-days) dedicated to the dissemination of the concepts of entrepreneurship and innovation among the PhD students. It starts from the fundamental tools of the Lean Startup approach up to the development of an innovative idea.

**Day 1: Fundamental tools**

25 March 2021 (9.00 – 13.00) on Teams platform

- Appropriability Strategies and IP protection - Academic Patenting and University-Industry collaborations
- Patent metrics and data analysis
- From the business idea to the execution

**Day 2: The Lean Startup: hands-on session**

26 March 2021 (9.00 – 13.00) on Teams platform

- The capital raising process
- The Lean Startup Approach with hands-on

**Day 3: Mentoring activities**

April 2021 – half day (TBD)

- Pitch structure
- Mentoring activities

**Day 4: Pre-pitch session**

May 2021 – half day (TBD)

- Pitch Clinique (Pitch refinement session)

**Day 5: Pitching session**

June 2021 – half day (TBD)

- Pitching session