



POLITECNICO
MILANO 1863



PoliHub / PhD School

Startup4Dummies

A half-day workshop to recognize potentially exploitable ideas, and understand a Business Model

Tuesday, 21 February 2017, 9:00 - 13.30

PoliHub / Arena Conference Room

Politecnico di Milano - Bovisa Campus - Via Durando 39

Programme

09:00 Startup for Dummies: Tools to build a new venture project

What is a start-up? What is a Business Model? The Business Model Canvas

11:30 Group work: Business Model design

The class will be splitted into small groups. Every group works on analysing and mapping a start-up Business Model. Assessment of strengths and weaknesses
1-to-1 presentation of "n" start-ups: Pitch session and Q&A

13:00 Group presentation and discussion

Presentation of group work outcomes
Discussion and conclusions

