START YOUR BUSINESS @BFH

BUSINESS CONCEPT
GET THE STARTUP TOOLBOX

INNOSUISSE MODULE 2
Are you interested in entrepreneurship or do you already have an innovative business idea? Could you imagine starting your own company someday?

Apply for the free Business Concept Course!

In the Business Concept module you will learn the essentials for being successful in knowledge- and technology-oriented entrepreneurship.

Moreover, you will:

- sharpen and train your entrepreneurial thinking
- experience an exciting journey transforming an idea into a business concept
- gain theoretical and practical competencies to master future leadership positions in a startup or succeed in founding your own company.

**Participants**
Students, alumni, lecturers and staff of Universities and Universities of Applied Sciences

The number of participants is limited.

**Costs**
None

**Registration**
Please register until 6.10.2019 at: www.entrepreneurship-training.ch/biel

**Duration**
Evening classes on Wednesdays, 5.30-9.30 pm, 16.10.-18.12.2019

**Language**
German (materials and handouts in English)

**Location**
Switzerland Innovation Park Biel/Bienne
Aarbergstrasse 5
2560 Nidau-Biel

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www.bfh.ch/startyourbusiness
This practically-oriented training in entrepreneurship provides you with an overview of the most vital skills and success factors which are crucial for the realization of a new business idea. You will be given insight into the world of entrepreneurs and company founders by experienced experts, successful entrepreneurs and insiders from the startup scene.

You will pick up the basics by participating in interactive sessions and workshops. Furthermore, you will receive invaluable inputs and handy hints on how to purposefully and successfully master the demanding and rocky road to founding a business.

You will develop the skills you have acquired in a small group project and work out a business case which you will eventually present to the other course participants.

This training helps you develop your ability to recognize and address both promising business ideas and risks which your business venture entails. Furthermore, you are encouraged to accept future entrepreneurial challenges!

«NOTHING IS MORE POWERFUL THAN AN IDEA WHOSE TIME HAS COME.»
Victor Hugo

COURSE PROGRAM

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<td>Introduction, Entrepreneurial Thinking, Presentation of Business Ideas</td>
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From the idea to a successful company

**Für Hochschulangehörige**

**Modul 1**
- Business Ideas
- **Feel the Start Up Groove**
  - 2-stündiger Motivationsanschluss für Hochschulangehörige.

**Modul 2**
- Business Creation
- **Get the Start Up Toolbox**
  - Semesterveranstaltung für Hochschulangehörige mit Geschäftsdenken und Gründungsabsichten.

**Für Start-Ups**

**Modul 3**
- Business Creation
- **Jumpstart Your Business**
  - 5-tägiger Intensivkurs zur Vorbereitung der Geschäftseröffnung.

**Modul 4**
- Business Growth
- **Grow Your Start Up**
  - 5-tägiger Kurs zur Entwicklung und Umsetzung von Wachstumsstrategien.

www.entrepreneurship-training.ch | www.innosuisse.ch