

# START YOUR BUSINESS @BFH



## BUSINESS CONCEPT GET THE STARTUP TOOLBOX

INNOSUISSE MODULE 2



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation

Innosuisse – Swiss Innovation Agency



SWITZERLAND  
INNOVATION  
PARK BIEL/Bienne



Bern University  
of Applied Sciences

# 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.

### Contact

Yacine Bouazdia  
Technik und Informatik  
Quellgasse 21  
2502 Biel/Bienne

yacine.bouazdia@bfh.ch  
+41 32 321 61 11

[www.bfh.ch/ti/entrepreneurship](http://www.bfh.ch/ti/entrepreneurship)

### Duration

Bootcamp on Saturday, 10.10.2020, 1.30–5.00 pm  
Evening classes on Wednesdays, 14.10.–16.12.2020, 5.30–9.30 pm

### Language

Spoken language mainly in German, materials and handouts in English

### Location

Bootcamp, 10.10.2020: sitem-insel, **Bern** ([www.sitem-insel.ch](http://www.sitem-insel.ch))  
Weekly course evenings: SIPBB, **Biel/Bienne** ([www.sipbb.ch](http://www.sipbb.ch))  
(or as interactive webinars, depending on the coronavirus situation)

### 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 7.10.2020 at:  
[www.entrepreneurship-training.ch/biel](http://www.entrepreneurship-training.ch/biel)

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

Victor Hugo

## COURSE PROGRAM

Unit	Date	Topics
1	10.10.2020	Bootcamp
2	14.10.2020	Entrepreneurial Thinking
3	21.10.2020	Developing a Viable Business Concept
4	28.10.2020	Business Relations with Customers, Marketing
5	04.11.2020	Building a Strong Team
6	11.11.2020	Financial Planning for Startup Companies
7	18.11.2020	Financing a Startup Company
8	25.11.2020	Protecting Your Innovation (IP)
9	02.12.2020	How to Pitch a Business Idea
10	09.12.2020	The Startup Ecosystem
11	16.12.2020	Project Presentations, Closing Event

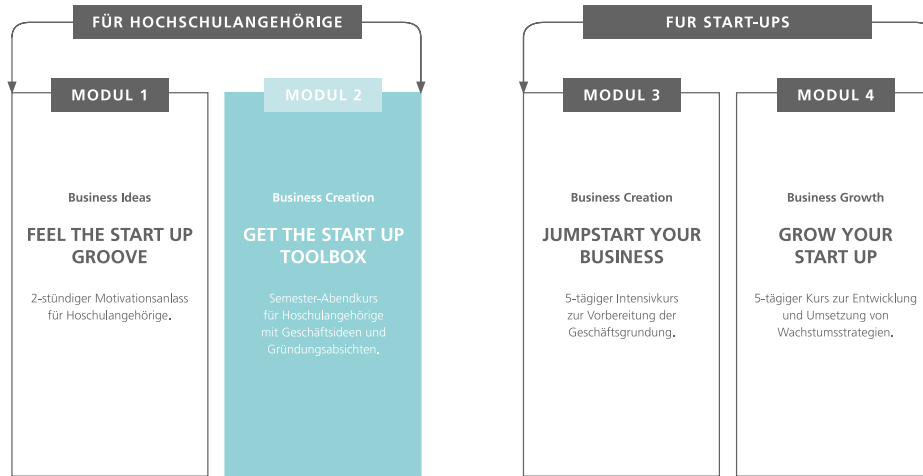
This practically-oriented training in entrepreneurship provides you with an overview of the most vital skills and success factors which are crucial for the realization of a new business idea. You will be given insight into the world of entrepreneurs and company founders by experienced experts, successful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

# From the idea to a successful company



[www.entrepreneurship-training.ch](http://www.entrepreneurship-training.ch) | [www.innosuisse.ch](http://www.innosuisse.ch)