



# ENTREPRENEURSHIP TRAINING INNOUISSE COURSE MODULE 2 - BUSINESS CONCEPT

Course evenings on Wednesdays, 5-9pm.

Bootcamp: 10am-5pm.

18.02.2022 | Innovation BOOTCAMP  
02.03.2022 | Kick-off Event  
16.03.2022 | Entrepreneurial Toolbox I  
23.03.2022 | Entrepreneurial Toolbox II  
30.03.2022 | Pitching Training  
06.04.2022 | Marketing & Comms.

13.04.2022 | Financial Plan  
20.04.2022 | Intellectual Property  
27.04.2022 | Investor's Perspective  
04.05.2022 | HR in Start Ups  
11.05.2022 | Project presentation  
18.05.2022 | Closure Event/ Module 1

Register on  
[www.entrepreneurship-training.ch](http://www.entrepreneurship-training.ch)

Commissioned by



**Aurélie Moser**  
**Founder of Bambooster GmbH. Innovation and Transformation Coach and Consultant.**

„The group was really engaged and the 3 hours went by fast. The teams learned new online collaboration tools, sketching techniques, how to collect customer's needs and created their value proposition canvas. I am excited to continue the journey and come back next week for the session on customers interview and business models.“

**Lucia Garbini, PhD. Marketing Manager at Qnami AG, course participant.**

„The Innosuisse Entrepreneurship course has been an amazing experience. Very well organized and structured from the boot-camp to the final closing event. It offered a huge knowledge base, a big boost for young and novel entrepreneurs, and a great environment to learn together and get to know talented people. It has been a great opportunity that I would recommend to anyone who is eager to learn how to go from brilliant ideas to an impactful and successful business.“



**Roger Meier**  
**Serial entrepreneur, Investor, Founder & Partner Clarena GmbH.**

«[...] In my course, I am aiming at showing the students what needs to be in place before you can think of getting exposed to potential investors. I also motivate the students to indeed look at the investor's perspective in order to gain their interest. A founder's perspective can be much different from the investor's perspective [...] I very much enjoy the interactions with very motivated students and potential company founders. They are key in bringing strong innovation to entrepreneurial execution and to consumers.»



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