

Semester course on Entrepreneurship

Start: February 19th, 2009

Venue: University of Geneva

Deadline: February 13th, 2009



Partners:

Register now at

[www.venturelab.ch/fr/vchallenge.asp](http://www.venturelab.ch/fr/vchallenge.asp)

# Start-up seeks skipper

Are you bold enough to leave the safe refuge of the harbor? Then you've come to right place. In 14 intensive workshops, each Thursday from 5 pm to 9 pm learn from leading experts everything you need to get off to a successful start with a professional start-up. Register now at

[www.venturelab.ch/fr/vchallenge.asp](http://www.venturelab.ch/fr/vchallenge.asp)

venturelab, a national program of the Innovation Promotion Agency CTI



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Innovation Promotion Agency CTI

venturelab  
FAST TRACK FOR START-UPS



venturelab, a national program of the Innovation Promotion Agency CTI, offers in close cooperation with EPFL/ETHZ, Universities and Universities of applied sciences tailor-made training modules for promoting innovative young enterprises and for sensitizing students to the subject of entrepreneurship.

The «venture challenge» module is aimed at Master Students, doctoral candidates, postdocs, members of staff at University of Geneva and other research institutes who are considering the formation of or cooperation in a start-up as a serious career option. «venture challenge» offers participants the opportunity to take a close-up look at a young enterprise for four hours per week and in doing so to gain the relevant expertise needed for their own start-up.

To make the seminars as effective as possible, the number of participants is limited to 25 persons. Prospective participants with their own entrepreneurial visions will be given preferential treatment. 5 teams will actively work on 5 selected student's start-up projects. Based on these specific examples, they will learn how to successfully set up their own company.

## «venture challenge» at University of Geneva, Geneva / Spring semester 2009

- When:** Starting on February 19th, 2009, each Thursday from 5 pm to 9 pm
- Deadline:** February 13th, 2009
- Where:** University of Geneva, CMU Room D60
- Who:** Master students, doctoral candidates, postdocs, members of University of Geneva and associated research institutes.
- How:** The modules are taught in English
- How many:** «venture challenge» is offered free of charge to a maximum of 25 selected applicants

If you would rather steer your way to success as skipper of your own boat rather than rowing in a vast corporate galley, «venture challenge» offers you the perfect opportunity to do so:

- Concise practical know-how for your own start-up
- Network to Switzerland's leading start-up experts
- Wealth of tips and advice

Register now online until February 13th, 2009 at:  
[www.venturelab.ch/fr/events.asp](http://www.venturelab.ch/fr/events.asp)

Want to find out more?  
[nadine.reichenthal@venturelab.ch](mailto:nadine.reichenthal@venturelab.ch)

## « VENTURE CHALLENGE »

### Course program

- 19. 02. 09 Introduction**
- Formation of teams and introduction of the start-up projects
  - Entrepreneurial vision, business model analysis
  - Presentation techniques and elevator pitch
- 26. 02. 09 Business Opportunity**
- Analysis of strengths, weaknesses, opportunities and risks
  - Identifying and analyzing business opportunities
  - Strategic principles of success for young enterprises
- 05. 03. 09 Business Strategy**
- Developing and implementing a business Strategy
  - Basic principles of strategic management in start-ups
  - Business models and value chain analysis
- 12. 03. 09 New Product Developments and Industrialization**
- From the idea to the analysis of customer needs, creating a product to answer customer needs
  - Management of development processes
  - Risk management, organization and industrialization
- 19. 03. 09 Marketing**
- Developing marketing strategy
  - Market positioning and activities for start-ups
  - Elements of guerilla marketing
- 26. 03. 09 Communications and Public Relations**
- Establishing a communication strategy
  - Corporate design, online marketing, PR, events, etc.
- 02. 04. 09 Sales & Negotiation**
- Acquiring reference customers
  - Planning acquisition and sales processes systematically
- 09. 04. 09 Accounting & Finance**
- Cash flow statement, income statement, balance sheet
  - Financial ratios and management tools for financial management
- 23. 04. 09 Writing the Business Plan**
- Practical requirements of a start-up business plan
  - Target groups and their specific requirements
- 30. 04. 09 Human Resources**
- Attracting, recruiting and retaining top talent
  - Form and growth dynamics in teams
  - Managing a winning team
- 07. 05. 09 Intellectual Assets, Legal & Tax**
- Managing intellectual assets
  - Identifying, evaluating and protecting intellectual property
  - Choosing the right legal form
  - Optimizing legal and fiscal aspects
- 14. 05. 09 Financing**
- Alternative forms of financing during the different phases of a start-up
  - Negotiating with business angels and venture capitalists
  - Investors for financing the initial phase
- 19. 05. 09 Managing a Start-up**
- The entrepreneur as a leader, coach, and manager
  - Business intelligence and management tools
  - Developing international expansion strategies
- 28. 05. 09 Final Presentations**
- Final presentations of the business plans for each project
  - Questions and answers on the business plans
  - Feedback from experts