

# 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

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[www.bfh.ch/ti/startup-training](http://www.bfh.ch/ti/startup-training)

### Duration

Bootcamp on Saturday, 5.10.2024, 9.30 am – 4.00 pm  
Evening classes on Wednesdays, 9.10.–18.12.2024, 5.30 – 9.30 pm

### Language

Spoken language: German/English , materials and handouts in English

### Location

Bootcamp, 5.10.2024: UniS, Bern ([www.unibe.ch](http://www.unibe.ch))  
Weekly course evenings: SIPBB, Biel/Bienne ([www.sipbb.ch](http://www.sipbb.ch))

### 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 1.10.2024 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	05.10.2024	Bootcamp (Bern)
2	09.10.2024	Entrepreneurial Thinking
3	23.10.2024	Developing a Viable Business Concept
4	30.10.2024	Business Relations with Customers, Marketing
5	06.11.2024	Building a Strong Team
6	13.11.2024	Financial Planning for Startup Companies
7	20.11.2024	Financing a Startup Company
8	27.11.2024	Protecting Your Innovation (IP)
9	04.12.2024	How to Pitch a Business Idea
10	11.12.2024	The Startup Ecosystem
11	18.12.2024	Project Presentations, Closing Event

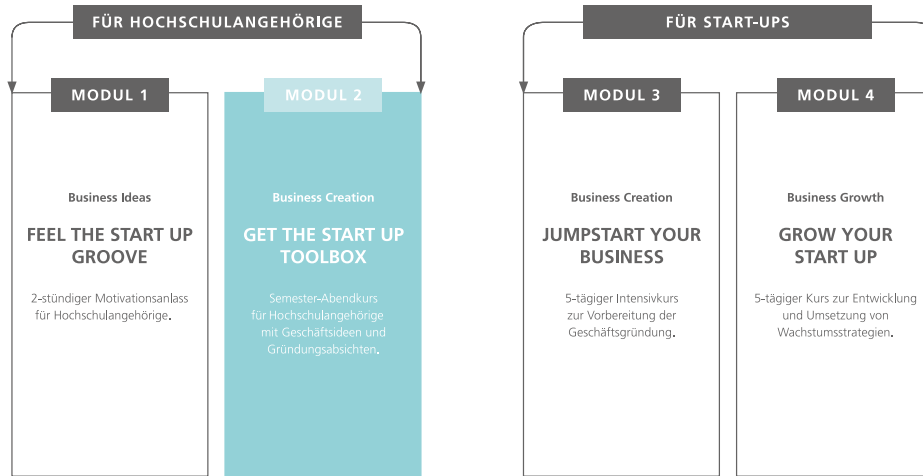
This practically-oriented training in entrepreneurship provides you with an overview of the most vital skills and success factors which are crucial for the realization of a new business idea. You will be given insight into the world of entrepreneurs and company founders by experienced experts, successful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