



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA



# Entrepreneurship and Startup · 2025

*A course in Entrepreneurship for all PhD students and young scientists*

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## INSTRUCTORS

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## SCENT: School of Entrepreneurship

Department of Industrial Engineering  
University of Padova, Italy  
w| <https://research.dii.unipd.it/me/scent>

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## COURSE OVERVIEW

The course is aimed at those who have undertaken or are undertaking **research paths which can result in potential entrepreneurial ventures**. This course will provide participants with the main elements needed to establish an innovative startup. The course aims to expand participants' ability to embark on an entrepreneurial journey by providing them with greater confidence and competence. By the end of the programme, participants will perceive their entrepreneurial ability to have greatly improved. Similarly, their perception of uncertainty related to the project will be lower than at the beginning.

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## WHAT'S NEW COMPARED TO PREVIOUS EDITIONS

Since 2014, the course has continuously evolved to meet the increasingly complex and sophisticated needs of its participants. The 2025 edition will include several new features:

- The formation of interdisciplinary teams
- The creation of an Innovation and Entrepreneurship Project designed to provide hands-on experience with practical methodologies.
- The integration of Generative AI tools (ChatGPT) to enhance and streamline each stage of the development process.

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## WHO IS THIS FOR?

- The course is open to PhD students and young scientists at the University of Padova.
- The course is an interdisciplinary initiative, valuable to young scientists of **all disciplines**.
- The course is held **in English**.

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## WHEN

From 15<sup>th</sup> January to 26<sup>th</sup> February 2025  
7 classes, from 9:30 to 12:30

## WHERE (2 LOCATIONS)

- Centro Linguistico di Ateneo (CLA)
- Department of Industrial Engineering (DII)



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## HOW TO ENROL

<https://stem.elearning.unipd.it/course/view.php?id=11068>

Please, use the QR code or link to enroll on Moodle.

Kindly note that the maximum capacity for participants is limited to **80**. Register in time to get a spot.

If you have registered but you can no longer attend, please cancel your enrollment to allow others the opportunity to take part. Organizers and participants will greatly appreciate it. Thank you.

## WHAT YOU WILL LEARN

- a clearly defined process to develop and Innovation and Entrepreneurship project
- how to identify and articulate the real-world problems your research can address.
- how to select a field and find relevant problems to solve.
- to translate your scientific expertise into practical solutions.
- to understand how to create an effective team.
- to engage in team building.
- to work effectively in a team with individuals from other disciplines, leveraging varied expertise.
- to understand the fundamentals of entrepreneurship, including business models, value propositions, and market analysis.
- to understand intellectual property rights, patents, and strategies for bringing research-based innovations to market.
- how to use Generative AI (ChatGPT) more efficiently and effectively.
- harnessing the synergy of your creative insights and Generative AI (ChatGPT) to shape and refine every outcome of your project.
- to understand the basics of a startup financials.

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## EXPECTED OUTCOMES

- Participants will develop a portfolio project on Innovation and Entrepreneurship
- Develop entrepreneurial thinking and an entrepreneurial mind-set
- Gain the ability to bridge the gap between academic work and practical, impactful solutions.

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## LONG-TERM BENEFITS

- Confidence to engage in entrepreneurship or industry innovation roles.
- Enhanced leadership, problem-solving, and innovation skills.
- A portfolio project that demonstrates the ability to collaborate and innovate.

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## MAIN CONTENTS AND TOPICS

- characteristics of a technology and innovation-based startup.
- characteristics of an effective founding team.
- define and evaluate a product and/or service concept.
- intellectual property protection and related processes.
- evaluate the market aspects of a business idea.
- design and evaluate different business models.
- understand and develop the economic and financial elements of a startup.
- evaluate cash flow dynamics.
- evaluate different options for financing a start-up.
- understand what professional investors are interested in and how they assess it.

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## OPEN BADGE

Participants who have met the requirements in terms of attendance and assignment will be awarded the open badge for the course.

<https://bestr.it/badge/show/2670>



## REQUIREMENTS

Participants are required to:

- Attend all classes in person to maximize learning outcomes
- Work in teams of 3 to 4 people.
- Develop a unique project for Innovation and Entrepreneurship
- Share their results to foster mutual understanding and learning

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## CALENDAR AND CLASSROOMS

Classes are **weekly** and held on **Wednesday's morning**. Each class lasts **3 hours**.

At Centro Linguistico di Ateneo (CLA), Room 1L (1<sup>st</sup> floor), Via Venezia 16

15 January 2025 9:30 – 12:30

22 January 2025 9:30 – 12:30

29 January 2025 9:30 – 12:30

At Department of Industrial Engineering, Large Meeting Room (3<sup>rd</sup> floor), Via Venezia 1

5 February 2025 9:30 – 12:30

12 February 2025 9:30 – 12:30

19 February 2025 9:30 – 12:30

26 February 2025 9:30 – 12:30

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## PREVIOUS EDITIONS

- *This course has been held, under different titles, since 2015.*
- *What former participants said about the course:*
- *It introduced me to a very stimulating world that I completely didn't know.*
- *I found a lot of experience and practical cases which have a significant value on my skill and attitude. It adds a lot for me.*
- *It was a new topic for me, I'm glad it has been well explained and presented.*
- *A good idea is not enough, and a scientist is often not used to think about the market needs.*
- *This course has been a link between my dream and reality. Got to learn a lot about challenges that can come on the way and how to face them.*
- *Really appreciate having this high-quality course, I also liked the schedule that didn't break my plans.*
- *Thank you for having an amazing experience. I don't have anything to complain about.*
- *I appreciate the lectures that give me so much knowledge I did not know before. It's thought provoking.*
- *Extremely useful to enter a different mindset.*
- *It introduces the researcher to topics that are otherwise neglected in academic education.*
- *Engaging, focused, inspirational.*

