



UNIVERSITÀ  
DEGLI STUDI  
DI TORINO

## Entrepreneurship and Open Innovation for PhD Candidates.



ceei BURGOS  
CENTRO EUROPEO DE EMPRESAS E INNOVACIÓN

The course is organized by

European Project [ISPAS](#)

within the frame of the

The aim of this course is improving entrepreneurship skills and open innovation processes knowledge in a practical way by combining the TOY model, the Lean Startup and Agile development methodologies.

TITLE: Entrepreneurship and Open Innovation for PhD students.

TEACHER: JUAN CARLOS MARTINEZ BARRIO ([CEEI-BURGOS](#))

LOCATION: UNITO premises (exact room tbd).

LANGUAGE: **ENGLISH**

TOTAL DURATION: **10h**

### DESCRIPTION OF THE COURSE

The aim of this course is improving entrepreneurship skills in a practical way by combining the TOY model, the Lean Startup and Agile development methodologies, along with understanding the interactions among entrepreneurs, public administrations, organisations and companies in open innovation processes.

### LEARNING OBJECTIVES

#### Knowledge

After completion of the course, the candidate:

- Has in depth understanding of how to start up a business.
- Has advanced knowledge about entrepreneurship.
- Has in depth understanding of the core principles of business modelling.
- Has insight into the main marketing strategies and techniques.
- Has specific knowledge about financial and funding issues.
- Has in depth understanding of how to take up a challenge and offer a solution.
- Has advanced knowledge about open innovation processes.
- Has insight into the main creativity techniques.
- Has specific knowledge about how to present ideas or technical solutions.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006544

## Skills

After completion of the course, the candidate:

- Can develop and discuss about business models.
- Can discuss marketing strategies.
- Can evaluate and assess financial and funding options.
- Can develop, implement, evaluate and document a business plan.
- Can use business development tools.
- Can locate and understand main topics concerning entrepreneurship and starting up a business.
- Can evaluate and assess different options and solutions.
- Can document and present ideas or solutions.

## CALENDAR

**Dates: from 24th January to 27th of January 2022**

**From: 11:00 to 13:30**

### Who may participate?

PhD Candidates of all UniTO PhD Programs, **from the second year of enrolment.**

**Max number of participant: 50** (first come first served basis).

### How participate?

**Please fill in the form at the following link by and not later than 17 of January:**

<https://forms.gle/eiV8p17wvNCuKuaW8>

The exact location of the training will be communicated later on to enrolled participants.

### Contact:

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