June 16th 2016

INNOVATIVE ENTREPRENEURSHIP IN UNIVERSITIES
From the idea to the Business Plan

Workshop organized by JOTTO – Joint Technology Transfer Office
Scuola Superiore Sant’Anna, Scuola Normale Superiore and IMT School for Advanced Studies Lucca

Sala Convegni Vincenzo da Massa Carrara
Complesso San Micheleto, Lucca

The workshop, organized by a panel of experts, is open to undergraduate and graduate students, researchers, professors, companies and aims at offering general information about the writing of a business plan, also by means of successful experiences and specific cases.

The workshop will be held only in English language.

Participation is free.

Registration is appreciated at the following link: JOTTO_registration

INFO
projects@imtuccia.it
Tel: +39 0583.4326574 - 0583.43265704

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Program
9.15
VINCENZO TEDESCO, IMT School for Advanced Studies
Opening address
MARCO PAGGI, IMT School for Advanced Studies, JOTTO
Introduction

9.30
ANDREA PICCALUGA, Scuola Superiore Sant’Anna, JOTTO
NICOLA REDI, Vertis SGR Spa
ALESSANDRA PATRONO, Scuola Superiore Sant’Anna, JOTTO
Why and how to write a Business Plan

11.30 Break

11.45
GIULIANO GORINI, Era Endoscopy, Spin off - Scuola Superiore Sant’Anna
Entrepreneurial experience

12.30 Questions and answers

13.00 End of workshop