



**JOTTO**  
Joint Technology Transfer Office

June 16<sup>th</sup> 2016

# INNOVATIVE ENTREPRENEURSHIP IN UNIVERSITIES

From the idea to the Business Plan

Sala Convegni Vincenzo da Massa Carrara  
Complesso San Micheletto, Lucca

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

## PROGRAM

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](http://JOTTO_registration)

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

Elaborazione a cura del servizio Comunicazione e Relazioni Esterne | SNS

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