For Social Entrepreneurs

Business Creation

Create your impact startup

STARTUP CAMPUS

Commissioned by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation
Innosuisse–Swiss Innovation Agency
Take part in this five-day journey to create your impact startup!

«This course structured my thoughts and gave me many new impulses.»
Franziska Ullrich, Ophthorobotics AG

- Developed a business model with high impact and brought your social business to the marketplace. On completion, you will have:
  - Increased the impact of your business model.
  - Completed your go-to-market strategy.
  - Established a solid funding strategy for your startup.

In addition, you will improve your pitching skills, receive individual coaching from experienced startup coaches, and meet like-minded people who are striving to create impact with their business. The best project will earn the STARTUP CAMPUS Award.

### Format
- 5-day intensive training
- Individual coaching
- Guest speakers
- Team work
- Max. 15 participants
- Free of charge

### Selection criteria
- Founders and teams of recently founded social businesses
- Motivation and ambition
- Anything that makes you stand out from the crowd

### Course schedule

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<th>Day</th>
<th>Morning</th>
<th>Afternoon</th>
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<td>1</td>
<td>Welcome &amp; Introduction</td>
<td>Business modeling</td>
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<td>2</td>
<td>Product development</td>
<td>Impact assessment &amp; management</td>
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<td>3</td>
<td>Designing for scale and entering the market</td>
<td>Market structure &amp; business strategy</td>
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<td>4</td>
<td>Financing and pitching your business</td>
<td>Go to market strategy</td>
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<td>5</td>
<td>Founding and resourcing your business + pitching</td>
<td>Founding and legal Team development</td>
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In the morning, you will learn about:
- Understanding your business opportunity
- Creating an impactful product of service
- Financing and pitching your business
- Founding and resourcing your business + pitching

In the afternoon, you will:
- Explore business modeling
- Develop your product
- Improve your impact assessment
- Establish a solid funding strategy
- Understand how to pitch your business
- Learn about founding and resourcing your business
- Develop your pitch presentations
Contact

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Business Concept

1 Bootcamp
10 Evenings
2 Coaching sessions

Get your startup tool box

Business Creation

For Social Entrepreneurs

5 day intensive training

Create your impact startup

Business Growth

For Social Entrepreneurs

5 day intensive training

Scale-up your impact startup

The following institutions support the Innosuisse Start-up Training program

ETH Zürich
University of Zurich
University of St. Gallen
ZHAW School of Management and Law
TIM Group
Chair of Technology and Innovation Management
at ETH Zurich
FHS St. Gallen
University of Applied Sciences
TP Technopark Zürich
TP Technopark Winterthur
FHNW Academy of Art, Design and Music
Empa Material Science and Technology
HTW Chur
Institute of Textile and Wood Science
University of Applied Sciences