



ComoNExT STARTUP ACADEMY 21-25 May 2018

What is it?

It is a free entrepreneurship training programme for **University students** and **graduated students**

How does it work?

- ▶ **WORKSHOPS** – to train participants in the fields of entrepreneurship
- ▶ **MENTORING** – provided by experts willing to share their experience with the participants of the academy
- ▶ **TEAMWORK** – sessions of teamwork inside and “out on the streets”

What we offer

- ▶ Free training and consultancy services for your idea
- ▶ Free lunches & coffee breaks

The prize

- ▶ 3 months of pre-incubation to the best three teams

Key dates



The location

- ▶ **ComoNExT – Via Cavour 2, Lomazzo (CO)**

How to subscribe?

- ▶ <https://goo.gl/forms/t4J1TwSe9ndhCOjc2>

More information:

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The Agenda

| | 21/05 | 22/05 | 23/05 | 24/05 | 25/05 |
|----------------|--|--|---|---------------------|----------------------------------|
| 09:30-11:00 | Introduction Overview of the academy and IStart platform | Idea / business model validation Market segmentation Competitors | The market TAM SAM SOM | How to pitch | Pitching competition |
| 11:00-11:15 | Break | | | | |
| 11:15-12:00 | Idea & personal skills presentation | Preparation for going out on the street | Feedback from the market. Teamwork & coaching | Teamwork & coaching | Best team selection |
| 12:00-12:30 | Team creation | Teamwork to test questions | Progress report presentation | | Award ceremony and event closure |
| 12:30-13:00 | | First pitch: the value proposition | | | |
| 13:00-14:00 | Free lunch included | - | Free lunch included | Free lunch included | Free lunch included |
| 14:00-15:00 | Value proposition | Idea testing out in the streets | Budgeting and forecasting / raising capital | Pitch dry run | - |
| 15:00-16:00 | Idea / business model validation Market segmentation Competitors | | Teamwork & coaching | | |
| 16:00-16:30 | | | Break | Break | |
| 16:30-16:45 | Break | | | | |
| 16:45-18:00 | Teamwork & coaching | | Teamwork & coaching | Teamwork & coaching | |
| Outcome | Teams with Ideas, Canvas and Desk Research | Refined Idea & Canvas | Idea Crash-Test (Pivoting) & Budgeting | Pitch deck | Pitches and Winners |

Practical information

- ▶ The academy will be held in English
- ▶ We provide the tutors, you bring your laptop
- ▶ We accept already formed groups, students with ideas & students who want to work on other persons' ideas
- ▶ We will select max **30 participants** based on skill & motivation

About ISTART

ISTART, "A Lean-Training, Innovative, Multidisciplinary Digital Entrepreneurship Platform" was financed within the Erasmus+ KA2 Strategic Partnership 2016 call.

The project aims to develop an innovative, evidence-based transnational framework that will markedly improve the knowledge and skills of academic institutions to produce more market/ startup oriented Digital Entrepreneurship Practice (DEP) curricula.

This is the third academy, the first took place in Thessaloniki (Greece), the second in Coimbra (Portugal).