

- 1) Start-Up Environment (lecturer: LIUC + others)
 1. New companies overview and start-ups: identification of the distinctive characteristics
 2. Definition and start-up stages
 3. Factors of success and scaleup
 4. Business model and distinctive elements of a start-up
- 2) New trends in start-ups (lecturer: others)
 1. Digital start-ups, Social Ventures, Lean start-ups
 2. Green and sustainable start-ups: Product design, process design and business model strategies for CE.
 1. Resource cycles: slowing, closing, and narrowing loops.
 2. The comparison between linear and cyclical approaches for the development of products and systems.
 3. Circular product design strategies.
- 3) How to frame the environment: Applying intelligence to start-up (lecturer: LIUC + others)
 1. Build an image and communicate with clients and stakeholders
 2. Market Intelligence
 3. Competitor Intelligence
 4. Technology Intelligence
- 4) Alternative legal forms, administrative conditions and governance (lecturer: others)
 1. Intellectual Property protection
 2. Team management and decision processes
- 5) Start-Up Value (lecturer: others+ external speaker- on-site)
 1. Start-up KPIs
 2. Start-up valuation
- 6) Start-up Financing (lecturer: LIUC and others – on-site)
 1. The cycle of financing
 2. Funding types and negotiation
 3. Type of investors
- 7) Business plan (lecturer: others – on-site + external speaker)
 1. Objectives, structure, business plan process including examples
 2. Main challenges and errors of start-up business plan
- 8) Using prototyping techniques such as 3D to support start-up businesses (lecturer: LIUC presence)

9) Mentorship with companies (focus on Circular Economy and Italian excellences)

10) Elevator pitch (lecturer: all on-site+ external speaker- face-to-face)

1. How to structure a pitch
2. Case studies: Famous pitches
3. Pitch building discussion

11) Visit a place of innovation (or workshop), situated in Milan such as incubators, accelerators or VC offices

12) Final project submission and presentation

Learning and teaching methods and expected learning/training outcomes:

The course adopts a mix of teaching methods, where each method and technique are applied to maximize students' engagement and learning. The traditional lectures are useful to frame theories, followed by a discussion of real cases and scientific articles. Learning is further complemented by exercises that help the students to face real business problems.

Final exam: group work and final presentation