



European Institute of  
Innovation & Technology

IDEATION  
light up your minds

# Are you planning to create a new start-up?

## Our Pre-Incubation Program will help you!



Funded by the  
European Union



# What do we offer?

The Pre-Incubation Program (PIP) aims to support and train young entrepreneurs **increasing their spirit, skills and values**. It is designed as an **extra-curricular activity** in which students can attend and develop their business idea structuring and transforming it in a real business.

# How does it work?

PIP will propose **business trainings through pre-recorded lectures** held by professional speakers and experts, to help and guide students to accelerate the journey of their idea.



# Topics

You will benefit from 5 pre-recorded speeches on different topics. Each video will be sent to you in different dates according to a pre-establish calendar.

- ✓ “How to launch and promote a technology idea/solution: communication & marketing “, **November 25<sup>th</sup>, 2022**
- ✓ “Design thinking and/or Problem Based Learning methodologies”, **November 29<sup>th</sup>, 2022**
- ✓ “Business Model Canvas & Business Plan”, **December 1<sup>st</sup>, 2022**
- ✓ “Introduction to Intellectual Property and Use of Patent Documentation”, **December 5<sup>th</sup> , 2022**
- ✓ “Trend and Megatrend: Crisis of established models and new opportunities”, **December 7<sup>th</sup>, 2022**

**RECORDINGS MUST BE WATCHED BY  
DECEMBER 23<sup>rd</sup>**

# Topic 1

Title: How to launch and promote a technology idea/solution: communication & marketing

Abstract: Marketing and Communication are key to being successful in launching an idea, and digital offers great possibilities. Identifying our audience, choosing the channels to use, and defining goals are the first steps in creating an effective strategy.

Release date: **November 29<sup>th</sup>, 2022**

Speaker: **Giulio Silva** | Len Learning Education Network



# Topic 2

Title: Design thinking and/or Problem Based Learning methodologies

Abstract: Imagining the connections between actions and reactions allows one to develop a range of options from which to choose the one best suited for one's reality. Design thinking has always trained this ability to imagine; through visualization it succeeds in reframing the context by outlining one or more paths that give meaning to the corporate culture.

Release date: December 1<sup>st</sup>, 2022

Speaker: Alessio Alberini | Len Learning Education Network



# Topic 3

Title: **Business Model Canvas & Business Plan**

Abstract: The webinar covers some preparatory topics for understanding the difference between Business Model Canvas and Business Plan and highlights the strengths of one model over the other. The Business Model canvas is then analyzed specifically so that people understand the importance of activating it at the early stage of a business or idea development. The basic principles of the Business Model Canvas are summarily described.

Release date: **December 5<sup>th</sup>, 2022**

Speaker: **Stefano Polastri** | Len Learning Education Network



# Topic 4

Title: Introduction to Intellectual Property and Use of Patent Documentation

Abstract: introduction on Intellectual Property, explaining the different IP rights. In particular, focus will be given to Patents, its filing procedure and patentability requirements. Additionally, the Patent document structure will be analysed, identifying the kinds of information that can be found therein.

Release date: December 7<sup>th</sup>, 2022

Speakers: Michele Frascaroli | CRIT srl



# Topic 5

Title: Trend and Megatrend: Crisis of established models and new opportunities

Abstract: What are the so-called black swan? And why do we talk about megatrend? The presentation will focus on these two concept and how they relate to different dimensions: social economic, technological, evolving consumer experience, etc,... and on how all these impact companies' business models, but at the same time create new opportunities.

Release date: December 10<sup>th</sup>, 2022

Speakers: Raffaele Secchi | LIUC Business School



# Registration mandatory!

In order to receive the link to the recordings, you will have to register with this form:

<https://forms.office.com/r/5fEEvFhJT0>

## Questionnaire

After watching each video, you will be asked to fill in a questionnaire to give us your feedbacks on the lecture and to evaluate the knowledge gained from it.

The questionnaire will be sent you via email.



# More info:

✉ Email [info@ideation-project.eu](mailto:info@ideation-project.eu)

