

ENTREPRENEURSHIP FOR PHYSICISTS: AN INTRODUCTORY COURSE

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SCOPE OF THE COURSE

The course has four objectives:

1. To make the participants appreciate the advantages offered by a more entrepreneurial attitude towards technology transfer opportunities;
2. To present the most basic tools that enable entrepreneurs to identify opportunities and bring new ideas to market;
3. To make the participants aware of the differences and analogies between problem solving in physics and problem solving in business;
4. To give the participants the opportunity to develop themselves a first embryo of a business plan gravitating around an idea of their interest.

Participants who are interested to bring their ideas a step forward will be able to follow up with the course organizer.

FOR WHOM

The course is designed for physics PhD candidates. It does not require any prior knowledge of business, technology transfer, or entrepreneurship.

PROGRAM

The course spreads over 4 days, and it includes a series of interactive lectures, a computer-based simulation from Harvard Business School, and the discussion of real-life cases. The organizer and the hosting institute will further discuss the contribution of guest speakers.

TENTATIVE PROGRAM

(the program will be adapted according to the dynamics of the class)

DAY 1

Introduction

Motivation factors, idea generation

Risk, uncertainty, and effectuation theory of entrepreneurship

The Food Truck Challenge (Harvard Business School computer simulation)

Lean startup

Resource based theory, first mover advantage, niche strategies.

DAY 2

Finance and accounting

NewElectronics case analysis

The four pillars of a business plan

Business Model Canvas

DAY 3

Shares, team, team dynamics, and soft skills

(Negotiation skills, if time allows it)

Work on own ideas

DAY 4

Preparation of the business model and pitch deck

Pitch