Start Up Lab – (SUL)
2017 edition

Instructors
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Resident Mentors: practitioners with experience in international venturing, user-centric innovation development, lean validation, pitching

Marianna Baggio – BLink & Università Vita-Salute San Raffaele Milano
Galena Kostoska – EIT Digital
Lorenzo Modena – OpenMove & Libon
Carlo Pasquini – SkipassGo
Elena Petrucciano – Codemotion Kids
Lorenzo Sanna – EIT Digital
Jovan Stevovic – Chino.io

Guest mentors: entrepreneur from the local startup community, experts from local innovation and technology transfer institutions, non profit representatives, etc. (full list TBA)

1. Learning Objectives

The SUL is an innovative learning environment focused on need recognition, idea generation and validation, business idea optimization and pitching finalized to develop innovative products/services, which can, eventually, turn into a start-up.

The objective of the Lab is to coach students in developing an entrepreneurial approach to problem identification and to the search for an innovative solution.

SUL can be both the first step in direction of becoming an entrepreneur as well as a key learning experience in creating a proactive attitude towards intrapreneurship and fast/lean delivery of innovation in the market, skills that today’s manager need to have to work effectively in SMEs or large companies.
2. Contents

SUL splits into modules organized as described here below. Both learning sessions and mentorships will take place every Tuesday in the CLab Trento at Centro S. Chiara Via S.Croce 67, Trento downtown, between 18.00 and 21.00.

- Problem Recognition / Idea Generation:

Customer centric problem identification, idea trading, team forming. Students will have the opportunity to know each other and to tune their focused creativity, with the support of coaches, while discovering potential customers in role-playing games. Participants with an idea will have the chance to present it and form a team around it. If you do not have an idea do not worry, you can join a team and become a co-founder.

- Validate Learning:

“The Lean Startup Machine” (LSM) world’s best validation practices are at the base of the module. Participants will practice LSM Javelin Validation Board methodology during two indoor sessions and two outdoor explorative “go-out-of-the-building” missions. To know more about LSM methods see http://www.youtube.com/watch?v=F-5lyj9A1MU and to view a practical application see http://www.youtube.com/watch?v=G8Rk0c3axtI

- Business Modeling

During this module participants are exposed to Business Modelling as a methodology designed to fully define the outline and to optimize their innovative idea. To know more about it: http://www.youtube.com/watch?v=QoAOzMTLP5s
- **Cash Flow and Enterprise Evaluation**

  The essentials of what an entrepreneur must know about the economics and financials of his/her company to be able to engage a CFO, to start the company and to get a fair evaluation out of it. The session is designed for non-experts in Economics.

- **Basics for Pitching and Slidification**

  Pitching represents the utmost refinement of public speaking ability. Being exposed to pitching best practices participants will learn to combine words, tone, body language and visuals to communicate effectively their ideas to Co-founders, Companies, Venture Capitalists, Business Angels, Institutions, Partners, Customers or other stakeholders and to tune their speech to different audiences and cultures.

3. **Learning Method**

SUL official language is English. The learning method used is “blended MOOC”. I.e.: three days before starting each learning session participants have access to a 15-20min video explaining the concepts relevant to the next session.

During the learning session, participants will develop among themselves, with the stimulus of instructors and coaches, the concept delivered by the video and will immediately apply the learning outcome on their own project jointly discussing the application with other teams.

The method proved to be consistent in increasing student internalization of concepts and, as a result, allowing them to achieve higher grades.
4. “Contamination”

SUL session are held inside Contamination Lab Trento (CLab), a stimulating location designed ad hoc to stimulate creativity. SUL participants will be exposed to international mentors, Venture Capitalists, global and local entrepreneurs and top managers to refine their preparation. Participants will be encouraged to “partner” with local startups to support them in their business definition and ramp up path. SUL coaches will facilitate best SUL students to have their internship within a local startup, company involved in the Trentino Innovation Ecosystem and will act as University tutors.

5. Mentoring Program

To put immediately the learning into practice participants will be mentored by international and local mentors on their specific projects. Each team will be assigned one resident mentor which will monitor their advancements and will be exposed to several guest mentors to have the widest external overview on their projects.

6. Participants

SUL is open to master, PhD and Post Doc UniTrento and non-UniTrento students and researchers. Students in both technical and human sciences are welcome. Application of non-students (workers) or bachelor students will also be considered. Diversity in seniority, culture, educational background and experience is extremely beneficial to the course and to participants. In case number of applicants exceed available places, participants will be selected on the base of their motivation letters. Participation to other I&E courses is also considered as a plus. Coaches could also ask for Skype or personal interview as part of the selection process. SUL is compulsory for the students of the Business Development Lab Course (EIT Digital Master School) and for the students of the Business Model Development Course(EIT Digital Doctoral School).

7. Duration and Credits

SUL (class) hours: 48 including mentoring sessions. DEM students will be awarded 8ECTS, EIT Digital Master students will get credits for the partial fulfillment of the Business Development Lab Course, EIT Digital doctoral students will get credits for the partial fulfillment
of the Business Model Development Course. For all other students credits or certifications will be awarded according to each Department’s rule.

8. Grading

Grades will depend:

- 50% (group grade) quality and feasibility of the innovative idea, group project development process, teamwork, presentation and pitching
- 50% (individual grade) class active participation and thorough execution of Lab group assignments.

MIM Business Challenge
The “Master in International Management Business Challenge” (MIMBC) is a start-up student competition among teams organized by the Department of Economics and Management and DISI.

The organizers fully sponsor the winner team of MIMBC to attend the Virginia Tech Knowledge Work global startup competition held in Virginia (USA). The contest lasts 4 days and the next edition will take place in August 2015.

The Trento team “Graphinsight” won both the 2013 MIMBC edition in Trento and the people’s choice price of 5.000$ in Virginia (first picture).

The Trento team “Feelspace” won the 2014 MIMBC edition in Trento and the first price of 25.000$ in Virginia (second picture) against teams from 13 different countries (among which USA, Canada, UK, Austria, France, Chile etc).

The Trento team “EyeCheck” won the 2015 MIMBC edition in Trento and was shortlisted as finalist in Virginia (third picture) against teams from 15 different countries.

So … are you ready to exceed their performances?

To know more about VTKW please visit [http://www.vtkwglobal.com/student_track2014](http://www.vtkwglobal.com/student_track2014)

A team is eligible for MIMBC if:
• It attends SUL course thoroughly
• It has a breakthrough idea in the fields of technology/ICT/social innovation
• It includes at least two students from DEM

10. Calendar

First meeting: around the end of February (exact date will be announced shortly)
Last meeting (Demo day): end of May – beginning of June (exact date will be announced shortly)