START-UP SCHOOL PROGRAMME
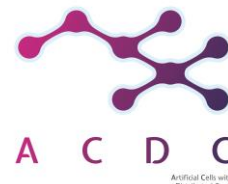
DATE	MODULE	MENTOR	TASK	OUTPUT
1/02/2021 MUSE	Module 0 *Health and safety*	Nicola Angeli, MUSE Security manager	Inform about the security protocol and regulations aimed at containing the Covid - 19 pandemic anche about the safe use of museum spaces.	Understand what behaviours to take to carry out the internship safely.
8/02/2021 CIBIO, University of Trento	Pre-session	Prof. Martin Hanczyc, UniTN – ACDC project coordinator CEOs of CIBIO – based startups	Mentors will give an overview of the ACDC project e will present one or more start-ups that focus on biotechnologies. CEOs will present their business, describing in particular the difficulties they encountered and how they overcame them.	Students will have the opportunity to see how ideas are put into action to create an effective business and can experience how to successfully run a laboratory
22/02/2021 MUSE	Module 1 *Idea generation*	Nicola Doppio – HIT, Hub Innovazione Trentino	Mentors will introduce the challenges related to ACDC themes and the related business opportunities, giving advices on how to generate unconventional ideas, which can turn into innovation. They will provide students with the content and objective of their group work.	Working in groups, student will generate new business ideas thanks to creative thinking techniques such as design thinking.
1/03/2021 MUSE	Module 2 *Idea validation*	Nicola Doppio – HIT, Hub Innovazione Trentino	Mentors will assist students in validation and optimization of their business ideas.	Students will learn which factors contribute to the success of an idea and will validate and test their assumptions.

8/03/2021 MUSE	Module 3 *Business modeling*	Prof. Alessandro Rossi – Department of Economics and Management, UniTN	Mentors will introduce the concept of business modelling as a methodology designed to define and optimize innovative ideas.	Students will develop a business model for their entrepreneurial idea, identifying the products or services their business will sell, the target market, the core partners, the expenses…
15/03/2021 MUSE	Module 4 *Pitching your idea*	Ana Rodrìguez Prieto, PhD – WonderGene s.r.l.	Mentors will explain to students how to pitch their business idea to attract investors.	Students will learn elements of public speaking and how to make an effective presentation to communicate their ideas.
22/03/2021 MUSE	Module 5 *Final preparations*	Ana Rodrìguez Prieto, PhD – WonderGene s.r.l ACDC project MUSE team	Mentors will supervise students while preparing their project, giving advices and useful tips.	Students will immerse themselves in the preparation of their final project, preparing the presentation and completing any prototype.
April – to be defined MUSE	Module 6 *Project presentations*	**Jury:** representatives of ACDC project partners and of HIT Hub Innovazione Trentino	Mentors will organize a final event, open to the public, where students can present their project and ideas to the jury, teachers and the public.	Student groups will present their business ideas to an external audience.