

3rd edition

Entrepreneurial Management and Innovation

International Summer School



**ONLY
the BRAVE
get to
the TOP**

7 - 13 September 2014
Cortina d'Ampezzo
Italy



UNIVERSITÀ
DEGLI STUDI
DI PADOVA





Welcome

The Summer Program is part of the **School of Entrepreneurship** (SCENT) at the University of Padova. SCENT is a project aimed at promoting the entrepreneurial spirit and culture and accelerating the entrepreneurial process in start ups.

SCENT is **for nascent and prospective entrepreneurs**, people who are trying to build a start up and people who feel an attitude to become entrepreneurs. The program is organized around highly interactive sessions where participants can improve their entrepreneurial ideas. Learning entrepreneurial abilities requires a multi-sides approach where learning comes from not only teachers and coaches but also from participants' interactions.

We strive to have a customer-centric approach focused on the learning of new **abilities and attitudes**. For this purpose we measure the results at the end of each program in terms of achieved abilities and attitudes. The two past editions of the Summer School proved also to be an excellent opportunity to build a network with a high profile group of teachers, young entrepreneurs and VC.

SCENT and the Summer School are not only for independent start-ups but also for entrepreneurial initiatives within established companies. The transition from an entrepreneurial growth company to a well-managed business is accompanied by a decreasing ability to identify and pursue opportunities. Successful companies are rediscovering the importance of **entrepreneurial management** and the organizational strategies for the development of environments that support entrepreneurial initiatives.

Creativity and learning flourish in beautiful places where people can relax and leave the mind free to explore new worlds. For this reason we chose a wonderful location for the School: Cortina d'Ampezzo. The mountain view from Cortina is among the best in the world and provides a really pleasant and attractive place for study.

Moreno Muffatto
University of Padua



Our Mission

The School is organized along with three main lines:

- leading-edge professors from top educational institutions,
- real life examples from outstanding entrepreneurial and managerial cases,
- a real international experience for participants coming from different countries.

We seek highly motivated people to carry out an intensive program of training to improve their entrepreneurial skills and attitudes.

We offer a top level program that gives the opportunity to develop your entrepreneurial idea.

Who should participate

The School is aimed at **young entrepreneurs, aspiring and prospective entrepreneurs, managers, corporate innovators and professionals** wishing to broaden their entrepreneurial and managerial skills.

In particular the School is for people who want to understand the **feasibility of an entrepreneurial idea** and for those who are thinking to start an entrepreneurial project within their organization.

One of the objective of the School is to attract people from a variety of countries in order to allow the interaction among people with **different cultural and professional background**.

Value Proposition

The Summer program will give you:

- the right mindset for an entrepreneurial initiative
- the competences, tools, contacts and confidence to transform an idea into a successful business project or venture
- a network of people who will be supportive for your entrepreneurial project
- an educational experience that builds self-confidence to create new ventures or support existing ones.

A black and white photograph of three business professionals in suits standing on their hands in a human pyramid. The person at the bottom is standing on their hands, the middle person is standing on the first person's hands, and the top person is standing on the middle person's hands. They are all looking upwards. The background is a light gray wall with some faint circular patterns.

The School Contents

Workshops and laboratories are organized around the following topics:

- Opportunity recognition
- Creativity for Innovation
- Business models: viability and comparisons
- Team building
- Entrepreneurial Self Efficacy
- Entrepreneurial Leadership
- Starting a Technology-based Company
- High-Growth start-ups
- Venture Capital and Entrepreneurship
- Understanding the Silicon Valley ecosystem
- Venture capital in Silicon Valley and other places

Organization

The School is organized around practical teaching sessions, group discussions, presentation of live case studies by entrepreneurs. Leading scholars, entrepreneurs and innovators will give participants experienced advice and support to understand the processes of launching an entrepreneurial activity.

The course is held entirely in English.

Schedule

The Summer School is a full time intensive course held:

Monday to Friday from 9:00 am to 7:00 pm;

Saturday: from 9:00 am to 13:00 pm.

Wednesday afternoon is free.

Duration and Location

The Summer School is organized from Sunday, September 7, 2014 (evening reception) to Saturday, September 13, 2014.

The Summer School will take place in Cortina d'Ampezzo, the Queen of the Dolomites. One of the best places to admire the UNESCO world heritage Dolomites.

Faculty



Mark Alhermizi

Mark Alhermizi is a Principal at the iZi Media Capital, LLC in New York. Prior to forming the firm, Mr. Alhermizi headed up the worldwide mergers & acquisitions and corporate development practice at J. Walter Thompson. While at the firm, he oversaw the strategic development of Thompson Connect Worldwide. With the creation of Thompson Connect, Mr. Alhermizi helped extend the company's core business – mass media advertising – into critical new areas focusing on the emerging technologies that created important digital and interactive capabilities for the company. Mr. Alhermizi graduated, with distinction, from both the University of Michigan Business and Law Schools in 1989 and 1992 respectively.



Paola Bonomo

Paola Bonomo has invested in startups with Italian Angels for Growth, Italy's primary angel investor group, since 2009. She serves on the Board of Directors of two listed companies – Eurotech, a leader in embedded computing, and Piquadro, a premium fashion brand – and of a VC-funded startup – MoneyFarm, an online financial advisory and portfolio management firm. Paola holds an MBA from the Stanford Graduate School of Business and an undergraduate degree in Business Administration from Bocconi University in Milan.



Germana Campari

Germana Campari is a Senior Fellow of the Oxford Leadership Academy, (UK). She designs and implements change and leadership development programmes. Germana's twentyfive years career has spanned strategy development, business process engineering, post merger integration and leadership development, across many sectors. Germana's approach to leadership focuses on how leaders should be, before addressing what they should do. Leadership is about self knowledge and building relationships based on trust.

Faculty



Matteo Daste

Matteo Daste is the Founder of BAIA (Business Association Italy America), the primary Italian business association in California.

He is a partner at Buchalter Nemer in San Francisco, California, and also sits on the Boards of Directors of two technology startups and various nonprofit organizations, such as the Mind The Bridge Foundation, a foundation dedicated to promoting entrepreneurship between Italy and Silicon Valley.



Nicola Farronato

Nicola Farronato is Founder and CEO of B-sm@rk Ltd, digital start-up on next generation consumer insights. He has been working for the past 15 years in cross culture-domain-organisation business development, in Europe and north America. He has experienced start-up, SME and corporate working environments and have been founder for a number of innovation projects. He is Founder of Lifestylentrepreneur.org, entrepreneurship storytelling and creative events. Nicola Farronato has a degree in International Business at the Ca 'Foscari University of Venice and attended University of Kansas (International Management).



Piero Formica

Piero Formica holds the Chair of Human Resources and Entrepreneurship Research at the King Saud University (Riyadh, Saudi Arabia) and is senior research fellow at the National University of Ireland and Intel Innovation Value Institute consortium where he leads an international research team on experimentation and simulation of high-expectation start-ups. He is Founder of the International Entrepreneurship Academy and has been Professor of Economics with special focus on innovation and entrepreneurship at the Jonkoping International Business School (2006-2009).

Faculty



Jack Fuchs

Jack Fuchs is a Lecturer in Entrepreneurship at Stanford University and the Haas School of Business at the University of California at Berkeley. He is also an entrepreneur and an angel investor. Previously in his career, Jack held several senior positions with Becton Dickinson & Company including Vice President of e-Business, North American Business Leader, Vice President Worldwide Marketing, and Director of Corporate Planning. In addition, Jack was an Engagement Manager with McKinsey & Company, where his client focus was health care and wireless communications. He holds an AB in Engineering Sciences with Honors from Dartmouth College magna cum laude and phi beta kappa, and he received his MBA from Stanford University as an Arjay Miller Scholar.



Claudio Loccioni

Claudio Loccioni is Founder and director of Loccioni Humancare, the business unit of Loccioni Group involved in health, nutrition and wellness. Claudio was educated internationally and got his Ph.D. in mechanical engineering from the Polytechnic University of Marche, in collaboration with University of Pisa and Johns Hopkins University in Baltimore (USA). After 3 year of working experiences in industrial companies in Germany he joined the family company and created the new business unit with the vision to develop a new approach in delivering technology to the international health care system, bridging research for innovation with human conversations and communities.



Moreno Muffatto

Moreno Muffatto is Full Professor of Strategy, Innovation, Entrepreneurship and team leader of Global Entrepreneurship Monitor Italy. He is Founder and Director of the Research Innovation and Entrepreneurship Forum (since 2008). Founder and Director of the Master Program in Project Management and Innovation (since 2004). Moreno Muffatto is European Regional Editor of the International Journal of Entrepreneurship and Innovation Management (IJEIM). Member of the Editorial Advisory Board of the International Journal of Product Development, the International Journal of Logistics: Research and Applications.

Faculty



Angelo Petrosillo

Angelo Petrosillo is Co-Founder, Managing Director - Sales and Marketing of Blackshape, excellence of aircraft and hi-tech training systems.

He holds a Bachelor in Law from Scuola Superiore Sant'Anna in Pisa, Italy, where he attended also the Ph.D program. He underwent his specialization in France from Université Panthéon – Assas, and attended, as visiting student, École Normale Supérieure. From 2006 to 2008 he held an advisory position with the Italian Government at the Ministry of University and Scientific and Technological Research.



Stefano Spaggiari

Stefano Spaggiari is Founder and CEO of Expert System. The company has recently raised over \$27 million in the IPO on the Italian stock exchange for SMEs. He has led Expert System to both global and industry wide recognition as a leader in semantic software. In addition to providing strategic direction, Stefano is involved in raising the profile of semantic technology throughout Italy. He helped found Semantic Valley, the European consortium of education, research and technology organizations dedicated to improving the quality of life through generating innovation and creativity through semantic technology. Stefano holds an EMBA from the Alma Graduate School of the University of Bologna, as well as a degree in Computer Science from the University of Modena, Italy.



Admission

The application consists of:

- a Curriculum Vitae
- a personal mission statement (500-600 words) including your personal mission and aspirations what you would like to achieve on a personal as on a professional level
- short description of an entrepreneurial project (max 500 words)

Applications must be sent in PDF format to both of the following addresses:

debora.vivenzi@unipd.it – ludovica.lembo@unipd.it

Fee

The admission fees are:

- 1.100,00 Euro by the 5th July 2014
(deadline for applications 30th June 2014)
- 1.300,00 Euro by the 25th July 2014
(deadline for applications 20th July 2014)
- 1.500,00 Euro by the 3rd September 2014
(deadline for applications 31st August 2014)

The fee covers admission to all session, teaching materials, 6 nights accommodation and breakfast, lunches and coffee breaks.

Fellowship

A limited number of Fellowships are available to partially offset the fee for the following categories: Academics, PhD Students, post-doc students, graduate students.

The Fellowship are of two kinds: 500 euro and 300 euro.

If you are eligible you can send a request for a fellowship together with the application.

Director of the school

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