

Certificate of Attendance

Innosuisse Business Concept (Module 2)

Sebastiano Panichella has successfully completed the course.

Course period: 25th Feb - 19 May 2025

In Module 2 «Business Concept», participants acquire subject-specific skills that are critical to a startup's success. They become familiar with the major challenges of a startup company and understand the challenges for entrepreneurs. They apply best practice from concrete examples, engage in meaningful group discussion and evaluation of participants' projects and test the successful application of tools and skills learnt. The following topics have been taught and have additionally been completed with two individual coaching sessions and a final pitch in front of a jury for each project:

- Deciding to found a start-up
- Getting and developing start-up ideas
- Putting together a strong team
- Growing and monetising
- Financial planning
- Fundraising and company building
- Protecting the innovation
- Presenting a business idea
- Pivoting the idea
- How to gain resilience
- Project presentations

Winterthur, 20 May 2025



Prof. Dr. Matthias Filser
Head, Startup Campus



Emanuel Lüthi
Project Manager, Business Concept Course