

Start-up in ICT Simple (for real)



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**Disclaimer**

# Lesson 1 – Introduction to the course

The creators of tomorrow are between us; investing in young people bring startups, looking out for problems and then solving them in a new way. There can be *innovation vectors*, which are technologies improving the society and bringing new solutions. For example, there are:

1. IoT and beyond
2. Blockchain
3. Neural Networks/AI
4. Simulation / Digital Twins

These will be presented by startups themselves, talking about experiences and how to do money with them. Building a startup means finding a fit between *having big problems with stupid solutions*, becoming wrapped in a product then solved via the means of a company. There are many methodologies to do that; we don’t care about those, we go out finding problems.

Theory lessons are held via talking, then laboratories are made with the idea of meeting new people. We will have to present ourselves in front of the class then gathering idea of problems to solve, betting on the best ones. Groups will be made by 3 people.

Consider the example of university, which is made up of *Three Missions*

1. teaching
2. research
3. technology transfer (bringing innovation/outcomes of research to the masses/market)

Technically: “share culture, knowledge and transfer results of research outside of University, contributing to overall social growth and cultural path”. In a word: progress. We’re actors bringing this to the society itself (so called “third mission”).

Consider the problem Amazon solves: bringing convenience to customers, even with the burden of higher prices, but with buying as fast as possible, with less clicks/taps as possible. There is an example of a startup building around services like Amazon to help local shops buying/purchasing stuff in as less clicks as possible.

Immagine che contiene testo, schermata, diagramma, Carattere

Descrizione generata automaticamenteA start-up is the innovation vector allowing to do bring progress to the society and many big companies are doing this, e.g., Microsoft/Intel. There are different means of research (consider the comparison university vs startup):

* *fundamental research*, done with laboratories, papers, experiments
* *applied research*, crafting Proof of Concepts and demos to test the market
* *market uptake*, seeing what will happen in the market

The switch between university and startup is us. The best way to transfer knowledge to the market is a *brain with a motivation* (know-how/IP/tech transfer). There will not be anybody else doing this: a driving force keeping you awake and motivated. Just do it: this is the fastest and most effective way possible. To drive change, we want to be uncomfortable and drive change new ways.

There is direct interaction with the professor:

* Subscribe to his WhatsApp Group (all communications will be given there) – top priority
  + group changes every year and it’s displayed via QR code within first slides of course
* Send him private WhatsApp messages whenever you need info / help on anything
  + he will reply asap
* Send him emails at [fabio.dalessi@unipd.it](mailto:fabio.dalessi@unipd.it) – lower priority
* Setup a one-on-one meeting: contact him by WhatsApp

The exam is composed of two parts:

* Theory: Written exam (with math also, but not that difficult) – 0 to 30
  + 30 questions yes/no
  + 50% of the final mark
  + for particular reasons: can be oral (3 questions with the professor)
    - happens 5% of cases
* Group work (startup) – 0 - 30
  + 50% of the mark
  + Result of a job done during the course
  + Teams – Pitch (done within investors) – Interviews with real people
    - The interviews part depends on the problem to solve

These will be summed and then divided by 2 rounded by excess.

# Lesson 2 – Basics – Entrepreneurs

# Lesson 3 – Basics – J-curve, RL, Startups

# Lesson 4 – Problems and Solutions

# Lesson 5 – Problems and Solutions 2

# Lesson 6 – Scaling Up

# Lesson 7 – Scaling Up 2

# Lesson 8 – Business Modeling – BMC

# Lesson 9 – Business Modeling – LC

# Lesson 10 – Pipes and Platforms

# Lesson 11 – Platforms continued

# Lesson 12 – Startup Equity Management

# Lesson 13 – Funding

# Guest 1

# Laboratory – The Pitch

# Sample Questions