



2023 WINTER SCHOOL

ENTREPRENEURSHIP TOOLS & TIPS
TO ENCOURAGE CREATIVE THINKING

March 21st-23rd

INNOUNITA WINTER SCHOOL Agenda

Date	Time	Format		Call Link
21/3/2023 Afternoon	1530 - 1730	Joint with UBI and UVT / Online	Opening Remarks Dario Peirone UNITO	https:// unito.webex.co m/unito-en/ j.php? MTID=mf1334 2573b2c26bb af7305f5bfe5a 2a3
			Inspirational talks: 1. Venture capital Alessandra Scotti LIFTT (TBC)	
			2. Intellectual Property Bradley M. Taub Nixon Peabody LLP (TBC)	
22/3/2023 Morning	1100- 1300	Local	Session 1 Introductory session on Innovation	
			Session 2 Useful Managerial Tools for Non-Academic University Staff <ul style="list-style-type: none"> • SWOT analysis (TOWS matrix) • Value Creation • Canvas 	
22/3/2023 Afternoon	1530- 1615	Joint with UBI and UVT / Online	Inspirational talks: 1. Open Innovation, Coopetition and Co- innovation: How does Co- creation interact? Contrasting Bioeconomy vs Non-Bioeconomy Firms João Leitão UBI	https:// unito.webex.co m/unito-en/ j.php? MTID=mf1334 2573b2c26bb af7305f5bfe5a 2a3
			2. Silicon Valley culture: Innovation principles and best practices Joana Carrasqueira Head of Community for Developer Relations, Google and Mentor at Silicon Valley Innovation Center	

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Date	Time	Format		Call Link
23/3/2023 Morning	1100- 1300	Local	<p>Interactive session:</p> <ol style="list-style-type: none"> 1. Brainstorming Session: participants can share their suggestions for innovative initiatives that could be carried out in their individual departments or units and encourage them to be creative and consider new approaches to solving their issues. 	<p>https://unito.webex.com/unito-en/j.php?MTID=mf13342573b2c26bbaf7305f5bfe5a2a3</p>
			<ol style="list-style-type: none"> 2. Engaging SWOT analysis: conduct a SWOT analysis for the department or project to identify its strengths, weaknesses, opportunities, and threats. A tool that will assist the participant to identify area where innovation is needed how managerial tools can use for driving innovation <p>Closing Remark</p>	