TWO KEYWORDS TO PROTECT YOUR RISING ENTERPRISE: IP AND BUSINESS PLAN

The main aim of the lecture is to focus on all the key steps that allows to transform an idea – for example born from a research activity – into a successful business:

- The business idea
- From a business idea to a business asset
- The business plan
- The business project
- Characteristics of the entrepreneur – self employment
- Researching the market
- Market planning
- The organization
- Sponsorship
- Administration and Finance
- Preparing the Business Plan
- Incentives for economic activities (the Trentino case).