



ENTREPRENEURIAL TRAINING FOR RESEARCHERS

INNOVATION WORKSHOPS

**“RESEARCHERS ARE ENTREPRENEURS.
OUR TRAININGS ARE DESIGNED TO BUILD
ON THEIR UNIQUE TALENTS AND VISION,
AND TO MAKE THEM SUCCESSFUL!”**

Marco Masia, PhD MBA

“*NULLAM REM E NIHILO GIGNI*” (NOTHING’S BROUGHT FORTH OUT OF NAUGHT)

enihilo derives its name from a quote of the first book of *De Rerum Natura* (On the Nature of Things) written by the Roman poet and philosopher Lucretius.

The concept that *nothing is made from nothing* is a fundamental principle that binds together Research and Entrepreneurship. In Science, ideas, theories and discoveries are based on the work of many researchers; they are the result of a process of *creative destruction*. The same process is at the center of entrepreneurship, and “revolutionizes the economic structure from within, incessantly destroying the old one, incessantly creating a new one”, according to the economist Joseph Schumpeter.

The concept also reminds us that success is achieved only through hard work, another thing that researchers and entrepreneurs have in common.

THE ENTREPRENEURIAL RESEARCHER EQUATION

Researchers

+

enihilo training

=

Innovative
entrepreneurs



TRAINING GOALS

APPROACHES TO
ENTREPRENEURSHIP AND
INNOVATION

STRATEGIES FOR
SUCCESSFUL STARTUPS

FOUNDATIONS OF
BUSINESS AND
MANAGEMENT

MAIN TAKEAWAYS AND ACTIVITIES

lean startup
strategy analysis
knowledge driven innovation
accounting
teamwork
design thinking
insights from neurosciences
company visits
pitching
marketing and analytics
brainstorm ideas
business plan development
business model canvas
customer centered approach

OFFER OF WORKSHOPS AND SUBSEQUENT FOLLOW-UP SESSIONS

HANDS-ON TRAINING
FOR SMALL GROUPS OF
RESEARCHERS

INDIVIDUAL
MENTORING OF
ENTREPRENEURIAL
RESEARCHERS

COACHING OF
INNOVATIVE START-UPS
BEFORE AND AFTER
INCEPTION

CONTENTS ARE TAILORED AD-HOC TO THE TRAINING NEEDS
AND BACKGROUND OF THE ATTENDEES

1-DAY WORKSHOP

Outline of the program

- ▶ From the idea to the product
- ▶ Bootstrapping and funding your company
- ▶ Team work: your start-up in one day
- ▶ Pitching your start-up

Main takeaways:

- ▶ how to build a business from scratch
- ▶ successful approaches to follow and common pitfalls to avoid

[MORE DETAILS](#)

2-DAY WORKSHOP

Day 1

- ▶ Business idea creation
- ▶ Brainstorming ideas
- ▶ Case Study
- ▶ Managerial accounting

Day 2

- ▶ Hypothesis-driven innovation
- ▶ Lean startup – teamwork
- ▶ The team
- ▶ Pitching to investors

Main takeaways:

- ▶ how to realize a business idea using principles of customer discovery and accounting
- ▶ how to build a successful team and pitch to investors

[MORE DETAILS](#)

3-DAY WORKSHOP

Day 1

- ▶ Entrepreneurship & Innovation
- ▶ Business idea creation
- ▶ Case study
- ▶ Competitive Advantage

Day 2

- ▶ Design Thinking – teamwork
- ▶ Hypothesis-driven innovation
- ▶ Managerial accounting

Day 3

- ▶ Business model canvas
- ▶ Lean startup – team work
- ▶ The team
- ▶ Pitching to investors

Main takeaways:

- ▶ how to develop a business idea
- ▶ strategies to be competitive
- ▶ managing a company
- ▶ steps to success

[MORE DETAILS](#)

EXTENDED WORKSHOP

WORKSHOPS LONGER THAN 3 DAYS INCLUDE

- DEEPER INSIGHTS INTO THE TOPICS
- BUSINESS PLAN DEVELOPMENT
- CASE STUDIES ON TOPICS OF INTEREST FOR THE GROUP

[MORE DETAILS](#)

THE TRAINER



Marco Masia, PhD MBA

15 YEARS RESEARCH
EXPERIENCE

- ▶ MSc Chemistry, PhD Physics
- ▶ Assistant Professor at University of Sassari
- ▶ Author of 52 highly cited papers
- ▶ Invited speaker to international conferences
- ▶ Mentor of more than 30 students

5 YEARS MANAGEMENT
EXPERIENCE

- ▶ Managing director of a company
- ▶ Vice Chair and Board Member of an international not for profit organization

3 YEARS START-UP
EXPERIENCE

- ▶ Start-up founder
- ▶ Innovation consultant
- ▶ Advisor of 3 start-ups

**For more information on *enihilo*
workshops, contact us
by clicking here**