



Finanziato
dall'Unione europea
NextGenerationEU



Ministero
dell'Università
e della Ricerca



Italiadomani
PIANO NAZIONALE
DI RIPRESA E RESILIENZA



IUSS
Scuola Universitaria Superiore Pavia

From Research to Business: Bringing Knowledge to Market

6-7 giugno 2025

UniverMantova @ Salone Mantegnesco



Scan the QR code to submit your idea
and register for the event!



June 6, 2025



14.45 - 15.15 | *Registration*



15.15 - 15.30 | *Welcome: Overview of the initiative «IUSS Call for Ideas 2025»*

Dott.ssa Ilaria Capozzo

Responsabile U.O. Rapporti con le imprese e impatto (IUSS Pavia)



15.30 - 17.30 | *Foundations of Research to Business: Introduction to the entrepreneurial potential of academic research from idea to opportunity*

Dott. Alberto Calvo

Managing Director (MITO Technology)

June 7, 2025



09.30 - 11.30 | *Value proposition & Business Model Canvas: learn how to structure your business idea*

Dott. Alessandro Colosi

Venture builder e Presidente Associazione POYM



11.30 - 12.00 | *coffee break*



12.00 - 13.00 | *Pitch masterclass: learn how to craft a clear, engaging, and persuasive pitch to present your business idea*

Dott. Alessandro Colosi

Venture builder e Presidente Associazione POYM

Event Moderator: Avv. Teresa Franza

Knowledge Transfer Manager (IUSS Pavia)

