

DIPARTIMENTO  
ECONOMIA  
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## SMART UP LAB @ BENEVENTO

SMART-UP Lab @ Benevento, set in the Department of Law, Economics, Management, quantitative Methods (DEMM) - University of Sannio (Italy), is developed in collaboration with University of Naples Federico II. The lab is designed to foster innovation and support the creation of business initiatives in several industries including the "health" field.

**COURSE / PROGRAM DESCRIPTION:** The SMART-UP Lab is based on the E-Lab concept and will enable students to collaborate in small groups on start-up challenges. Activities are specifically designed to:

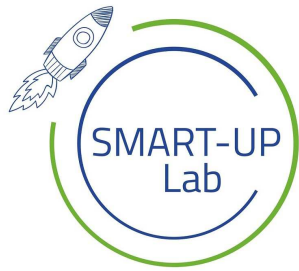
- foster the contamination among different perspectives and backgrounds
- generate business projects of economic and social value.

The program is organized into five workshops, starting in July 2019 and ending in October 2019. Each workshop covers a specific topic and hosts academics and practitioners (see the program below).



EIT Health is supported by the EIT,  
a body of the European Union





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## SMART UP LAB @ BENEVENTO

Innovation, Entrepreneurship and Economic  
& Social Development

Five workshops from 9 am to 6 pm

July, September, and October 2019

Aula Ciardiello- DEMM Unisannio

Via delle Puglie, 82- Benevento



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**JULY 10TH 2019**

**Developing a business model (9-11)**

*Olimpia Meglio*

**The role of innovation (11-13)**

*Mirella Migliaccio*

*13-14 Light lunch*

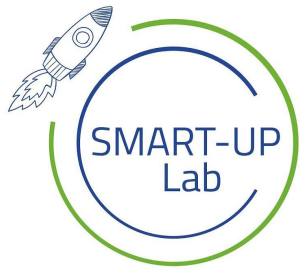
**The role of Venture Capital (14-16)**

*Arturo Capasso*

**Developing a business plan (16-18)**

*Matteo Rossi*





SEPTEMBER 18TH

**Understanding competitors (9-11)**

*Angelo Riviezzo*

**Understanding customers (11-13)**

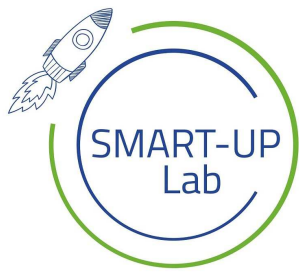
*Generoso Branca*

*13-14 Light lunch*

**The health devices industry (14-18)**

*Giacomo Pascarella*





SEPTEMBER 25TH

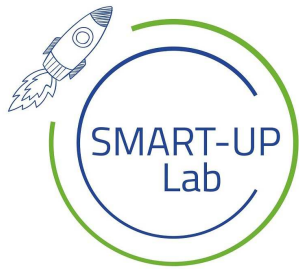
## **Team building (9-13)**

*Gilda Antonelli*

*13-14 Light lunch*

## **Developing a pitch (14-18)**

*Arturo Capasso & Amedeo Giurazza*



OCTOBER 4TH

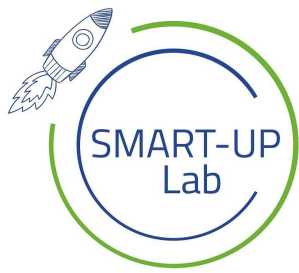
## **Financing innovation: an overview (9-13)**

*Matteo Rossi*

*13-14 Light lunch*

## **The Venture Capital perspective( 14-18)**

*Arturo Capasso & Nicola Redi*



OCTOBER 11TH

**Start up presentation (9-13)**

*To be announced*

*13-14 Light lunch*

**Start up presentation ( 14-18)**

*To be announced*

