

IEEE RTSI2017 Special meeting

Innovative enterprises in Italy an insight for technological advances

Modena – 12 September 2017

Programme

- 01:30 pm **Registration**
- 02:00 pm **Welcome and Introduction:**
Tiziana Tambosso (IEEE Italy Section Chair)
Chair - Pietro Erratico (Industry Relation Committee Coordinator)
- 02:15 pm **Alessandro Rossi (Confindustria Modena) and Francesco Baruffi (Fondazione Democenter-Sipe)**
The registration system of the Italian Chambers of Commerce.
Recent Italian Laws on startup and innovative enterprises.
IPR (Intellectual Property Rights) for start up
SMEs as start up: laws and economic and financial supports.
The activity and services of Associations and Foundations related to start up and innovative enterprises.
- 03:00 pm **Patrizia Tambosso (Tambosso Associates Consultancy Co.)**
Innovative enterprise project – How to develop it
A Business Plan (BP) for startup and innovative enterprises
Competitive analysis and market research
Research and development expenses
- 03:45 pm **Ruggero Frezza (M31)**
Financing a startup or an innovative enterprise
Venture Capital
Public support for innovative enterprises
- 04:30 pm Coffee Break
- 5:00-6:45 pm ***Panel: Ingredients for a successful start-up***
- Participants:*
Giulio Cesareo (Directa Plus), Massimo Dominici (RigeneRand), Carlo Guardiani (Renience), Mirko Orsini (Data River), Gianluca Piazza (Adant), Giovanni Verzellesi (RSens)
- 06:45 pm Conclusion: Chair