

## 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                      **Filippo Forni (Confindustria Emilia) and Francesco Baruffi (Fondazione Democenter)**  
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:*  
**Alessandro Tioli (MIND), Massimo Dominici (RigeneRand), Carlo Guardiani (Renience), Mirko Orsini (Data River), Gianluca Piazza (Adant), Andrea Padovani (MDLab)**
- 06:45 pm                      Conclusion: Chair