

A LOOK INTO THE STARTUP JOURNEY:

FROM ESTABLISHING BUSINESS PLANNING PILLARS TO SCALING-UP STRATEGIES

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6.30 pm • 7.30 pm CET

with the contribution of:



When thinking about startups, it comes to mind a basement in the Silicon Valley, where a group of hard-working people managed to turn an idea into a successful business venture. Most of the time, though, people forget the ugly truth: that is, almost 90% of startups fail each year. Only a handful knows how to survive the odds of failing: indeed, the path ahead of entrepreneurs is risky and uncertain. The webinar will address the topics that are crucial in the process of building solid foundations for a startup. In particular, the main topics discussed will be: business planning, business scale-up, funding and exit strategies. To wrap up, we will discuss why entrepreneurial figures are rare to encounter in large corporations.

The webinar aims to address the following questions:

- How to approach the scale-up of new business ventures? What are the conditions and the steps to follow?
- How does lack of entrepreneurs affect large corporations? What does that imply in terms of performances?

INTRODUCTION

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