



Mind Shaker Meeting Program

June 2015
Stefano Alberti
Bocconi

Objectives:

- help to grow and quickly get organized
- help to improve strategy, managerial and financial business ideas
- increase the survival possibility of ideas/companies through discussions and tangible proposals
- fine tune the business plan for better access to outside funding

Structure:

- ways of interacting: informal discussion on real cases, without neglecting theory
- first part, discussion of topics which are crucial for our enterprises
- second part, check-up of the potential behind the idea in terms of “theory” and work customized based on each single project

Method:

- professors ask participants to send an extract of their business plan 3 days beforehand, listing the questions they want a reply to
- participants work concretely in the classroom to improve their Business Plan in terms of the topics covered by professors
- per aiutarvi a migliorare i temi presentati e la vostra esposizione

The program

- **Team building - Magni**
- **Reconsider your business plan - Alberti**
- **Basic assumptions, top line & P&L – Alberti**
- **Financial forecasts , Financial Needs and valuation - Alberti**
- **Operations & milestones - Sampietro**

The program

- **Market strategy – Ordanini**
- **Lean start up - Cennamo**
- **Investors: corporate governance & Shareholders agreement – Alberti**
- **Reconsider your strategy – Draybe**
- **elevator pitch – Etro, Dall'acqua, Alberti, Investors**