

Erasmus Mundus SERP

SERP ENTREPRENEURSHIP SUMMER SCHOOL

Student Handbook

What we expect from you, day by day

Genova, Italy · **July 6–17, 2026**

Lectures: DCCI, Aula 12 @ University of Genoa · Final Pitch: Chamber of Commerce of Genoa



<https://serpess.eu/>

SCHOOL ORGANIZING COMMITTEE

Diego Colombara (Director)

Irina Gushchina (Scientific Chair)

Guglielmo Schenardi (Scientific Chair)

Sandrine Lacombe (Co-Director)



Any question? Write to Irina Gushchina: **WhatsApp:** +393518931724 **Email:** Irina.gushchina@ext.unige.it

SECTION 1

Rules & Evaluation

This handbook explains exactly what is expected of you during the two weeks of the Summer School — hands-on assignments rules, evaluation criteria, your team, and all the practical information you need (venues, lectures agenda, hotel, transportation, food, emergency contacts). Please read it carefully before Day 1.

1.1 HANDS-ON ASSIGNMENTS & DEADLINES

- Most days include approximately 2 hands-on assignments, given directly after each lecture block.
- Every assignment has a clear deadline (usually the same day, before the next lecture or before the next morning).
- Submissions after the deadline will NOT be evaluated. There are no extensions — plan your time during the day.
- Each submitted assignment is worth 1 point. The final pitch is worth 8 points.

1.2 SCORING OVERVIEW

1 PT

per assignment, submitted on time

8 PTS

for the final pitch on the last day

30 PTS

Minimum to get to pass the course

1.3 CLASS PARTICIPATION

- You are expected to attend and actively follow every lecture, also by answering [wooclap](#) quizzes. Wooclap live quizzes are accessible through the QR codes provided for each day (or alternatively by going to [wooclap.com](#) and entering in the top banner the event letter code provided below the QR code next to each day's class agenda in the printed copy of this handbook you will receive). Wooclap in participant mode shall also be the repository of the material shared by the lecturers as soon as available, including pdfs of their slides. Therefore, it is essential for you to have access to the links provided: **if needed, please create a wooclap account.** Eduroam wi-fi is available at the venue; please make sure you have access to it through your institutional credentials before travelling.
- Asking questions during lectures is part of your evaluation — active participation is scored, not just assignments: we do not evaluate the correctness of your wooclap answers, but monitor whether you answer or not.
- Lecturers and organizers (Diego Colombara, Irina Gushchina, Guglielmo Schenardi, Sandrine Lacombe) supervise the hands-on sessions and may factor in your engagement when assessing your team.

Remember

Points are earned individually for participation and as a team for hands-on assignments and the pitch. Both matter for your final evaluation.

SECTION 2

Your Team & How to Submit Work

2.1 TEAM FORMATION

- You will be split into teams of 4–5 people, mixing different scientific backgrounds and complementary strengths (technical, commercial, operational).
- Teams are formed by the organizers before Day 1, based on your pre-school survey responses.
- You will work with the same team for the entire two weeks, including for the final pitch.

2.2 SUBMITTING YOUR HOMEWORK

- Each team will be given one shared Word file at the start of the school.
- All assignment answers must be filled in directly in that shared file, as a team — not as individual submissions.
- Keep the file organized by day; do not delete previous answers when adding new ones.
- Make sure at least one team member has saved/synced the file before each deadline.

2.3 THE FINAL PITCH

- On the final day, every member of the team will present part of the work — your team decides who presents which part of the pitch.
- Pitch structure: 5 minutes for the team presentation + 5 minutes of questions from the jury.
- Before the final day, you are required to pitch to at least 3 mentors and collect their feedback — write down who you pitched to and what they said.

Best Pitch Award

The team with the best pitch, as judged by the evaluation committee, will receive a prize at the closing ceremony.

SECTION 3

Programme Schedule

All lectures take place at [DCCI, Aula 12, Via Dodecaneso 31, 16146 Genova](#). The final pitch takes place at the [Chamber of Commerce of Genoa, Via Garibaldi 4, 16124 Genova](#), a UNESCO World Heritage site.

Times below cover lectures, breaks, and lunch only. Hands-on assignments & exercise sessions also happen throughout each day (not shown here, check the [dedicated website section](#) for detailed updated schedule) — see Section 1 for assignment rules and your team's shared file for the exercises themselves.

WEEK 1 — JULY 6–12, 2026

MONDAY Jul 6	
	Startup Mindset & Problem Discovery Massimo Vanzi · Giovanni Battistini
9:30–10:00	Welcome & introduction — Prof. Emanuele Magi (Director, of DCCI @UniGe) · Dr. Si Mohamed Kaabour (Genova City Councillor for Economic Development and International Relations)
10:00–10:45	01a M. Vanzi — Innovative entrepreneurship: entrepreneurial learning and innovation
10:45–11:00	<i>Interlude</i>
11:00–11:45	01b M. Vanzi — Innovative Entrepreneurship: what is a startup, what kind of startups
12:45–13:45	Lunch Break
13:45–14:30	01c G. Battistini — Problem-first thinking
14:30–14:45	<i>Interlude</i>
14:45–15:30	01d G. Battistini — Problem-first thinking. Identify ideal customer profile (ICP)
15:30–16:00	<i>Coffee Break</i>
TUESDAY Jul 7	
	Value Proposition Design Giovanni Battistini · Vittorio Viarengo
10:00–10:45	02a G. Battistini — Constructing business hypotheses
10:45–11:00	<i>Interlude</i>
11:00–11:45	02b G. Battistini — Value proposition canvas
12:45–13:45	Lunch Break
15:45–16:30	02c V. Viarengo — Storytelling and customer pitching
16:30–16:45	<i>Interlude</i>
16:45–17:30	02d V. Viarengo — Storytelling and customer pitching
17:30–18:00	<i>Coffee Break</i>

**WEDNESDAY
Jul 8****Validation & Customer Interviews**[Mark Andrews](#) · [Guglielmo Schenardi](#) · [Irina Gushchina](#)

10:00–10:45	03a M. Andrews — Customer personas and early adopters
10:45–11:00	<i>Interlude</i>
11:00–11:45	03b M. Andrews — From benchtop to marketplace: validating deep-tech via real customers (Anomera)
12:45–13:45	Lunch Break
13:45–14:30	03c G. Schenardi — How to test assumptions cheaply
14:30–14:45	<i>Interlude</i>
14:45–15:30	03d G. Schenardi & I. Gushchina — Interview techniques that avoid polite lies (the Mom Test)
15:30–16:00	<i>Coffee Break</i>

**THURSDAY
Jul 9****Customer & Market Understanding**[Giovanni Battistini](#) · [Mark Andrews](#)

10:00–10:45	04a G. Battistini — Market size basics (TAM, SAM, SOM)
10:45–11:00	<i>Interlude</i>
11:00–11:45	04b G. Battistini — Competitive landscape (return on future)
12:45–13:45	Lunch Break
13:45–14:30	04c M. Andrews — Understanding customers, understanding responsibility: Ethics in deep-tech markets
14:30–14:45	<i>Interlude</i>
14:45–15:30	04d M. Andrews — Understanding customers, understanding responsibility (cont'd)
15:30–16:00	<i>Coffee Break</i>

**FRIDAY
Jul 10****Legal, Finance & Operations (Survival Edition)**[Emilio Alacevich](#) · [Paolo Bondavalli](#) · [Mark Andrews](#) · [Massimo Vanzi](#)

10:00–10:45	05a E. Alacevich — IP, licensing, startup founder equity, role of TTOs
10:45–11:00	<i>Interlude</i>
11:00–11:45	05b P. Bondavalli — Startup finances and runway: non-dilutive EU grants for tech to market
12:45–13:45	Lunch Break
13:45–14:30	05c M. Andrews & M. Vanzi — Diluted funding: angel investors, VCs, funding scheme (equity, SAFE)
14:30–14:45	<i>Interlude</i>
14:45–15:30	05d M. Andrews — AI and the meta-ethical dilemma: who is responsible in the AI-driven startup?
15:30–16:00	<i>Coffee Break</i>

**SATURDAY
Jul 11****Free day — Joint visit to [Acquario di Genova](#) (free tickets)**

10:00–12:30	<i>Aquarium visit. Lunch and dinner are covered by Mensa Gastaldi coupons.</i>
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**SUNDAY
Jul 12****Teamwork day***Address feedback received from lecturers*

All day	<i>No lectures — Teams work independently to refine their startup idea based on feedback.</i>
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WEEK 2 — JULY 13–17, 2026

MONDAY Jul 13	MVP & Product Thinking and Retention Francesco Boano
10:00–10:45	06a F. Boano — What a minimum viable product (MVP) really is (and isn't)
10:45–11:00	<i>Interlude</i>
11:00–11:45	06b F. Boano — Feature prioritization
12:45–13:45	Lunch Break
13:45–14:30	06c F. Boano — Prototyping
14:30–14:45	<i>Interlude</i>
14:45–15:30	06d F. Boano — Project prioritization
15:30–16:00	<i>Coffee Break</i>
TUESDAY Jul 14	More hands-on with customers and/or previous points Jakub Rybka
10:00–10:45	07a J. Rybka — Science that matters: building an international research career with real-world impact
10:45–11:00	<i>Interlude</i>
11:00–11:45	07b J. Rybka — From lab bench to startup: lessons from university spin-offs
12:45–13:45	Lunch Break
13:45–14:30	07c J. Rybka — The modern scientist: leadership, entrepreneurship and life beyond the lab
14:30–14:45	<i>Interlude</i>
15:30–16:00	<i>Coffee Break</i>
WEDNESDAY Jul 15	Investor Pitching Massimo Vanzi
10:00–10:45	08a M. Vanzi — Startup storytelling structure
10:45–11:00	<i>Interlude</i>
11:00–11:45	08b M. Vanzi — Investor vs customer pitch
12:45–13:45	Lunch Break
13:45–14:30	08c M. Vanzi — Pitch deck essentials
14:30–14:45	<i>Interlude</i>
14:45–15:30	08d M. Vanzi — Examples of successful pitch decks
15:30–16:00	<i>Coffee Break</i>

THURSDAY
Jul 16

Success Stories Testimonies

[Arielle Santé](#) · [Clara Pereira](#) · [Annalisa Barla](#) · [Andrea Vian](#) · [Césaré Cejas](#)

09:15–09:45	09a A. Santé — Best practices and exemplary cases of technology transfer (Incuballiance)
09:45–10:00	<i>Interlude</i>
10:00–10:30	09b C. Pereira — From advanced materials to smart textiles: translating science into technology transfer
10:30–10:45	<i>Interlude</i>
10:45–11:15	09c C. Pereira — ERC Consolidator grant success story (SelfEnergyDriver)
11:15–11:30	<i>Interlude</i>
11:30–12:00	09d A. Barla & A. Vian — The importance of branding in online presence (Clarity Studio)
12:00–12:15	<i>Interlude</i>
12:15–12:45	09e C. Cejas — Technology x People: lessons from building a business (mfx – The Cyto Engine)
12:45–13:45	Lunch Break
13:45–14:00	09f C. Pereira — Pitch essentials recap
14:00–15:30	Work on pitch, with mentor support
15:30–16:00	<i>Coffee Break</i>
16:00–17:30	Continue work on pitch, with mentor support

FRIDAY
Jul 17

FINAL PITCH — Chamber of Commerce of Genoa

Jury: [Sandrine Lacombe](#) · [Massimo Vanzì](#) · [Arielle Santé](#) · [Guglielmo Schenardi](#) · [Clara Pereira](#) · [Diego Colombara](#)

Final Output — due by Pitch Day

1. Problem & market analysis 2. MVP 3. Customer feedback 4. Pitch deck to convince investors

10:00–10:30	Closing address by Sandrine Lacombe
10:30–12:00	Pitch session — 5 min per team + 5 min Q&A
12:00–12:30	Committee evaluation meeting (closed doors)
12:30–13:30	Final ceremony - Note by Dr. Luigi Attanasio, President of the Chamber of Commerce of Genoa - Delivery of the diplomas - Best Startup Idea Award

SECTION 4

Venues

 LECTURES**DCCI — Aula 12**

Dept. of Chemistry & Industrial Chemistry, UniGe

[Via Dodecaneso 31, 16146 Genova](#) FINAL PITCH**Chamber of Commerce of Genoa**

Friday 17 July, 10:00

[Via Garibaldi 4, 16124 Genova](#)

4.1 YOUR HOTEL — LA CAPANNINA

Hotel La Capannina[Via Tito Speri 7, 16146 Genova](#)Tel. +39 010 317131 · info@lacapanninagenova.it

The hotel sits right next to Boccadasse, a small colourful fishing village just outside Genova's historic centre, with the sea a few steps away. Breakfast is included at the hotel every morning.

Use the AMT Genova app (see Section 5) to check live routes and buy tickets.

Getting from Brignole train station to the hotel:

- You may take bus No. 31 at Brignole and drop off at the 12th stop at *Cavallotti/De Gaspari* (about 70 m from the hotel), or bus No. 15 and drop off at the 11th stop at *Caprera/Orsini* (about 240 m north of the hotel).

Getting from the hotel to DCCI (Aula 12):

- You may also walk about 22 minutes through [this route](#) if you resist the heat.
- From *Cavallotti/De Gaspari* stop, you may take bus No. 42, drop off at the 5th stop at *Orsini 1/Sturla* then walk along via Sturla and via Padre Semeria through [this route](#).
- Allow about 25–30 minutes door to door (either options).
- At the entrance of DCCI building you will find indications to the lecture room (Aula 12).

4.2 PLACES TO SEE NEARBY

- [Boccadasse](#) — picturesque fishing village 5 minutes' walk from the hotel, lined with colourful houses, a small beach, seafood restaurants and gelaterias.
- Corso Italia seafront promenade — Genova's main seaside walk/bike path, right by the hotel, great for a morning run or evening stroll (protect your skin with sunscreen).
- [Genova Aquarium](#) (Acquario di Genova) — one of the largest aquariums in Europe, on the old port, reachable by bus No. 42 ([route here](#)) from De Gaspari 1/CAVALLOTTI near the hotel to Dante 1/DE Ferrari, followed by a walk through the old city centre via San Lorenzo, adorned by [Palazzo Ducale](#) and [Cattedrale di San Lorenzo](#).
- Genova historic centre (centro storico) — one of the largest medieval old towns in Europe, narrow alleys ("caruggi"), [Via Garibaldi's historic palaces](#), and the Chamber of Commerce where your final pitch will take place.
- [Nervi & its parks](#) (a bit further) — seafront cliff walk and botanical gardens, a nice option for the free Saturday.

SECTION 5

Getting Around & Food

5.1 GETTING AROUND GENOVA

City buses — AMT Genova



Download the "AMT Genova" app to check routes/timetables and buy digital bus tickets directly on your phone. This is the easiest way to get between the hotel, the school, and the city centre.

Google play: <https://play.google.com/store/apps/details?id=it.genova.amt.app&hl=it&pli=1>

App Store: <https://apps.apple.com/it/app/amt-genova/id1460252262>

Trains — Trenitalia



If you plan any day trips outside Genova (e.g. Camogli, Cinque Terre, Nervi), use the "Trenitalia" app to check schedules and buy train tickets.

Google play: <https://play.google.com/store/apps/details?id=com.lynxspa.prontotreno&hl=it>

App Store: <https://apps.apple.com/it/app/trenitalia/id331050847>

5.2 FOOD DURING THE SCHOOL

- Welcoming pizza on Sunday 5 at 7.30 pm @ [Pizzeria Del Ponte Bistrot](#), a few steps away from the hotel.
- Breakfast — included at the hotel every morning.
- Lunch — provided at the school on teaching days (Mon–Fri).
- Coffee breaks — provided at the school at mid-afternoon, as per the daily schedule.
- Dinners (every day except Sunday) — covered via meal coupons for Mensa Gastaldi (see below).
- Meals on Sunday — not covered by the school, feel free to explore the city.

Meal Coupons — Mensa Gastaldi

Mensa Gastaldi (Casa dello Studente) — [Corso Aldo Gastaldi 25, 16131 Genova](#).

You will be given meal coupons to use here for dinner every day, except Sunday.

Bus lines: 17, 18, 43, 44, 45, 85, 86, 87 to and from City centre and Genova Brignole train station.

Dietary restrictions

If you indicated any dietary restriction or allergy in your pre-school survey, the organizers will make sure it is accounted for in the catering. If you haven't yet, or your needs have changed, contact the organizers ASAP.

Questions? Contact the organizers — [Diego Colombara](#), [Irina Gushchina](#), [Guiglielmo Schenardi](#) · See you on July 6th!