

SEMAINE  
MONDIALE DE  
L'ENTREPRENEURIAT

18-23 novembre 2019

**LIBEREZ VOS IDEES**

une semaine pour découvrir l'entrepreneuriat  
sessions in english

- LUNDI 18 -

- MARDI 19 -

■ 11h30 – 13h | Palais des Nations  
E-Building, 3<sup>rd</sup> Floor

>> PHOTO EXHIBITION

### Changing the Narrative: Contributions of Migrant and Refugee Entrepreneurs to Sustainable Development

The 21<sup>st</sup> century has thus far experienced sizeable and complex movements of people, due to conflicts, political instability, geopolitical tensions and climate change. The photo exhibition aims to visualize the contributions of migrant and refugee entrepreneurs to sustainable development in their host and origin countries.

**Isabelle Durant**, Deputy Secretary General, UNCTAD;  
**Laura Thompson**, Deputy Director General, IOM;  
**Kelly Clements**, Deputy High Commissioner, UNHCR

*Opening ceremony followed by a reception.*

Registration is compulsory for security reasons. Please register at

<https://reg.unog.ch/event/32483/>

**Organisation: United Nations Conference on Trade and Development (UNCTAD), International Organization for Migration (IOM), United Nations Refugee Agency (UNHCR)**

<https://unctad.org> | [www.iom.int](http://www.iom.int) | [www.unhcr.org](http://www.unhcr.org)

■ 13h – 14h | Uni Mail, Pavillon Mail, salles PM11 et PM16

>> CONCOURS

### Préparation au Concours de la meilleure idée

Comment bien présenter son projet en quelques minutes et comment convaincre le jury ?

INTRODUCTION

**James H. Miners**, Senior Business Advisor, Fongit et  
**Ingeborg Albert**, Innovation Manager, Geneus

Session en français et en anglais!

**Organisation: Unitec**  
[www.unige.ch/unitec](http://www.unige.ch/unitec)

■ 9h30 – 12h30 | Campus Biotech Innovation Park  
Geneus, 1<sup>er</sup> étage, Av. De Sécheron 15, Genève

>> PORTES OUVERTES

### Open Day at Campus Biotech Innovation Park - Café & Croissant, Tour and Geneus Demo Day

Discover Geneva's Life Sciences Innovation Centre. Meet the startups and entrepreneurial community during a Café & Croissant event. Join the Tour of Campus Biotech Innovation Park & visit the Geneus Demo Day.

Special Guest: **Michel Jordi**, serial entrepreneur, disruptor of the Swiss watch industry and author of *Ignite that Spark!*

**Ingeborg Albert**, Innovation Manager at Geneus and  
**Maïa Logossou**, Events & Communication Manager at Geneus

**Organisation: Geneus**  
[www.geneus.ch](http://www.geneus.ch)

- LES THÈMES DE LA SEMAINE -

■ FINANCEMENT

■ INTERACTIF

■ INTERNATIONAL

■ GÉRER MON ENTREPRISE

■ SOCIAL

■ TECHNOLOGIQUE

[www.liberezvosidees.ch](http://www.liberezvosidees.ch)

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## ■ 11h50 – 14h | FONGIT

Bluebox, Chemin du Pré-Fleuri 3, 1228  
Plan-les-Ouates

### >> INTERACTIVE WORKSHOP

#### **Fongit:Force - How to finance my startup?**

Sources of financing for Swiss tech startups. Discover how early stage ventures raise money. From Grants, Prizes, Crowds and Customers. To Investors: Angels, CVCs and Venture Capital.

**Antonio Gambardella**, Director of Fongit; **James H. Miners**, Senior Business Advisor of Fongit and **Adrienne Perramond**, Business Angels Switzerland

**Organisation: Fongit and Business Angels Switzerland**

<https://fongit.ch/>

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## ■ 16h – 18h | Uni Mail, salle M1193

### >> INTERACTIVE WORKSHOP

#### **Business Idea generation and validation**

While students and young professionals increasingly prefer entrepreneurship over traditional employment, many of them find it difficult to develop a business idea that appeals to them and that is realistic.

In this workshop, Vlad Glaveanu will offer advice how individuals or groups can come up with ideas for a new business. Following this, Edward Boon will present a few simple methods to assess a business idea to ensure it is viable.

**Vlad Glaveanu**, Head of Webster University Center for Creativity and Innovation (WCCI), and **Edward Boon**, faculty member in marketing and entrepreneurship, Webster University Geneva

**Organisation: Webster University Geneva**  
[www.webster.ch/fr](http://www.webster.ch/fr)

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## ■ 18h – 19h | CERN, IdeaSquare

Route de Meyrin, Meyrin

### >> MEET-UP

#### **Entrepreneurship Meet-Up at CERN**

The entrepreneurship meet-ups at CERN are meant as a meeting area where entrepreneurs, technical experts and students can get together to learn about and debate topics relevant to entrepreneurship. Every other week, experts are invited to share their knowledge on a subject, followed by discussion and networking.

Registration is mandatory for people from outside of CERN, as access to the site must be granted.

Register here: <https://indico.cern.ch/event/847240/>

**Organisation: CERN**  
<https://kt.cern/entrepreneurship>

## - MERCREDI 20 -

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## ■ 10h30 – 11h30 | Uni Mail, salle M2020

### >> INTERACTIVE WORKSHOP

#### **Bench2Biz workshop: un atelier pour les chercheurs-entrepreneurs en herbe**

Vous êtes un scientifique et vous pensez avoir un projet à valeur commerciale? Le monde de l'entrepreneuriat vous intéresse? Venez découvrir Bench2Biz, un atelier qui encadre les projets d'innovation scientifique.

**Piero Pontelandolfo**, NCCR PlanetS; **Phaedra Simitsek**, NCCR Chemical Biology; **Vanessa Carle**, Velox Therapeutics et **Jean-Luc Perret**, INVENesis

**Organisation: NCCR PlanetS et Bench2Biz**  
<http://nccr-planets.ch>  
<https://bench2biz.ch/>

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## - JEUDI 21 -

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## ■ 9h30 – 11h | FONGIT

BlueBox, Chemin du Pré-Fleuri 3, Plan-les-Ouates

### >> PORTES OUVERTES

#### **Fongit Open Day- Cafe, Croissants & Incubator Tour**

Discover Switzerland's premier start-up incubator. Network and connect with our innovation community. Meet with tech entrepreneurs and tour the incubator.

**Antonio Gambardella**, Director of Fongit

**Organisation: Fongit**  
[www.fongit.ch](http://www.fongit.ch)

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■ **14h – 17h | Science Innovation Hub,  
Pavillon Ansermet, 1<sup>er</sup> étage**

Quai Ernest-Ansermet 26, Genève

**Science to Business: une idée? Quel marché?  
Quel modèle d'affaire?**

Au sein du nouveau pré-incubateur de la Faculté des sciences, venez tester votre idée de business et apprendre à utiliser des outils d'aide à la décision reconnus (Where to play & Business canvas) pour identifier les marchés porteurs et construire le modèle d'affaire approprié en compagnie de spécialistes de l'innovation.

Une collation vous sera offerte!

**Sébastien Kicka**, Geneva Creativity Center (GCC) et  
**Julien Levallois**, Science Innovation Hub (SIH)

**Organisation: GCC et SIH**  
[www.creativitycenter.ch](http://www.creativitycenter.ch)  
[www.unige.ch/hub](http://www.unige.ch/hub)

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■ **14h15 – 15h15 | Uni Mail, salle M4050**

>> CONFÉRENCE

**What Successful Startups Have in Common**

Ever wonder what successful startups have in common? What makes them so appealing to customers as well as investors? Join us for a chat with the CEO of >>venture>> startup competition as Dr. Firmin sheds some light into her personal experiences within the startup ecosystem and what she believes are the common denominators for success.

Dr. **Lea Firmin**, CEO of >>venture foundation>>

**Organisation: >>venture>>**  
[www.venture.ch](http://www.venture.ch)

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■ **16h – 18h | Webster University**

Living and Learning Center (LLC), Commons Room  
Route de Collex 15, Bellevue

>> INTERACTIVE WORKSHOP

**Wellbeing Tools to Increase Innovation  
for Start-Up Entrepreneurs**

As the generation of start-up entrepreneurs wanting to create powerful solutions for sustainability, you need to be more creative and innovative than ever before in your ideas for products and services which challenge the status quo in competitive markets.

At this interactive workshop, learn how to use 3 core wellbeing tools, to increase your creativity, resilience and open up your capacity to innovate, as an entrepreneur who wants to make social impact as well as financial return on investment; apply these new tools to develop your own start-up ideas and enterprises.

*Workshop followed by apero.*

**Elaine France**, Founder, Flow In Action; **Dr Vlad Glaveneau**, Director, Webster Center of Creativity & Innovation; **Scott Poynton**, Principal at Scott Poynton Sarl; **Philippe Rudaz**, Economic Affairs Officer, UNCTAD; **Aurore Bui**, Founder, SoftWeb; **Andy Abgottspon**, CEO, Hazu.io

**Organisation: Webster University Geneva  
and Flow in Action**  
[www.webster.ch/fr](http://www.webster.ch/fr)  
[www.flowinaction.org/](http://www.flowinaction.org/)

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■ **19h – 20h | Uni Mail, salle MR150**

>> CONFÉRENCE

**The Digital Asset Revolution**

SMART VALOR is a Swiss-based blockchain start-up building a decentralized marketplace for tokenized alternative investments. During the conference, you will learn how to use blockchain technology to further your objectives.

**Sheraz Ahmed**, SMART VALOR

**Organisation: Geneva University  
Investment Club (GUIC)**  
[www.guic.ch](http://www.guic.ch)

## - VENDREDI 22 -

### ■ 12h – 13h15 | Uni Mail, salle MR070

>> TÉMOIGNAGE

#### **Business Ideas @UNIGE**

#### **Les défis de l'entrepreneuriat high tech**

Découvrez le parcours captivant de trois entrepreneurs à succès: **Les frères Antonakakis**, fondateurs de Multiwave, une startup révolutionnant les matériaux, et **Jeyran Hezaveh**, fondatrice d'Avatronics, à l'origine d'une technologie disruptive dans le Noise Cancelling. Ces entrepreneurs au parcours fascinant ont levé plus de six millions de francs suisses et remporté de nombreux prix ces dernières années (FIT, Venture Kick, H2020, etc.).

Écoutez leur témoignage, et obtenez de précieux conseils pour démarrer votre projet entrepreneurial.

Inscription gratuite et obligatoire:

[www.venturelab.ch/innosuisse\\_unige](http://www.venturelab.ch/innosuisse_unige)

*Un lunch sera offert aux participants après la conférence.*

**Organisation: Venturelab, soutenu par Innosuisse**

[www.venturelab.ch/innosuisse](http://www.venturelab.ch/innosuisse)

### ■ 18h – 20h30 | Impact Hub GENEVA

Rue Fendt 1, Genève

>> TÉMOIGNAGE

#### **Launch an #ImpactStartup, boost your project!**

Vous avez un projet entrepreneurial à impact que vous souhaitez développer? Vous voulez passer à l'étape suivante mais vous ne savez pas par où commencer? Vous voulez être soutenu dans votre parcours et rejoindre une communauté d'entrepreneurs innovants? 5 Incubateurs ou accélérateurs à impact positif actifs à Genève se réunissent pour vous présenter leur travail et répondre à vos questions. Des porteurs de projets viendront aussi partager leur expérience et vous inspirer, pour que votre projet devienne enfin réalité!

*This event will be both in French and in English.*

**Organisation: Impact Hub Geneva et le Circular Economy Incubator, SINGA Suisse pour la SINGA Factory, Prix IDEEA, Be You Network pour l'incubateur BOWIE et Hatch Colab**

<https://geneva.impacthub.net>

[www.singaswitzerland.ch](http://www.singaswitzerland.ch)

<https://www.prix-ideea.ch>

<https://hatchcolab.ch>

<https://www.beyounetwork.org/bowie/about>

## - SAMEDI 23 -

### ■ 12h15 – 13h15 | Voisins Coworking Café Plainpalais

Rue des Voisins 8, Genève

>> WORKSHOP

#### **EQ @ Work for Performance**

This informative and interactive session introduces Emotional Intelligence («EQ») and brings attention to the role it plays in our success as solopreneurs, entrepreneurs, or enterprising professionals. Scheduled during the lunch break, this mini-event is an opportunity to develop your knowledge and your network in a low-key, small-group setting.

Gratuit mais sur inscription: <http://bit.ly/certoGEW>

**Dana Walden**, directrice, Certo Coaching & Consulting

**Organisation: Certo et Voisins Coworking Café**

[www.certoco.com](http://www.certoco.com)

<https://www.voisins.ch/>

### ■ 15h30 – 18h | Uni Mail, salle MS160

>> PITCHING EVENT

#### **C4SI 2019 Demo Day**

Eight teams of graduate students from around the world will unveil the innovative solutions they created to real-world social challenges presented by international organizations and NGOs, such as UN Women or ICAN. Collaborate for Social Impact (C4SI) Demo Day is the culmination of two months of an experiential education program during which participants attended workshops on design thinking and were supported by mentors to co-create social innovations. Come to celebrate their hard work and find out who the winners of the 2019 edition will be!

*The event will be followed by an apéritif.*

Entry is free and open to all, subject to the room's capacity.

**Organisation: Just Innovate**

[www.justinnovate.org](http://www.justinnovate.org)

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