



Coaching 2010

Pavia - October 14th

Communicating your Business Idea

- 4.30pm **REGISTRATION**
- 5.00pm **INTRODUCTION**
Antonella Zucchella, President, CIBIE, University of Pavia
- 5.15pm **TURNING RESEARCH INTO BUSINESS: KEY ISSUES**
Alberto Onetti, Chairman, Mind the Bridge Foundation
Director, CrESIT, University of Insubria
- 5.30pm **HOW TO COMMUNICATE YOUR BUSINESS IDEA TO A SILICON VALLEY AUDIENCE**
Elisabetta Ghisini, Founder Verbal International,
MtB Coaching Program Coordinator
- 6.15pm **ENTREPRENEURIAL STORIES**
Evan Nisselson, Entrepreneur and Consultant
- 6.45pm **CLOSING**

UNIVERSITÀ DEGLI STUDI DI PAVIA
Almo Collegio Borromeo - Sala Bianca
Piazza Borromeo, 9
27100 Pavia

RSVP at <http://mtb2010coaching.eventbrite.com>

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